

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLIX. NEW YORK, OCTOBER 12, 1904.

No. 2.

## The Star League's Flat Rate

The rate card which became effective June 8, 1904, (when the *Journal* was absorbed by the Indianapolis *Star*) provides for an absolutely flat rate for each paper:

THE INDIANAPOLIS STAR,	- -	10c. flat.
THE MUNCIE STAR,	- - -	4c. flat.
THE TERRE HAUTE STAR,	- -	3c. flat.
THE STAR LEAGUE (combination),		15c. flat.

The combined paid circulation is guaranteed to exceed **140,000 copies daily**. The combination rate is less than one-ninth of a cent per line per thousand paid circulation.

More than 90 per cent of the Star League's total circulation is home delivered. The home delivered circulation of the Indianapolis *Star* (deducting street, office and news stand sales) is greater than the home circulation of the Indianapolis *News*, *Sun* and *Sentinel* combined.

No general advertiser desiring to cover Indiana can afford to ignore the Star League, provided the price is right. **And the price is right.**

If there are as many as eight publishers in the United States selling advertising space at an equivalent rate, the Star League management would be pleased to learn their names and addresses.

### THE STAR LEAGUE,

Star Building,

Indianapolis, Ind.

C. J. BILLSON, Manager Foreign Advertising,  
Boyce Building, Chicago.

Tribune Building, New York.

# Rowell's American Newspaper Directory

AS A

## GAZETTEER

It tells the important facts about every town large enough to publish a newspaper; the information is revised annually and kept up to date.

Population figures followed by a dagger (†) are from the United States Census of 1901. Population figures not followed by a dagger have been obtained from reliable local authorities.



These geographical indicators point out the position of every county in each State and Territory, whether center □, north ◻, northeast ◻, east ◻, southeast ◻, south ◻, southwest ◻, west ◻, or northwest ◻.

A right for their perpetual use in the American Newspaper Directory was obtained by purchase from the late Dr. J. M. Toner, of Washington, by whom they were designed and copyrighted.

The 1904 edition of Rowell's American Newspaper Directory is now ready for delivery, and the edition is already nearly exhausted.

**Price Ten Dollars—Net Cash.**

*Checks may be made payable to*

**CHAS. J. ZINGG, Business Manager, 10 Spruce St., New York.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29 1893.

VOL. XLIX.

NEW YORK, OCTOBER 12, 1904.

No. 2.

## A REMARKABLE TEXTILE CAMPAIGN.

After two years' careful planning the Philadelphia Tapestry Mills, located in the Quaker City, have begun advertising in the magazines a line of portieres, couch and table covers known as "Artloom Tapestries." The first advertisements of this concern appeared in September magazines, which were on the newsstands as early as August 25. Within less than four weeks after the campaign opened the company was receiving inquiries for the goods at the rate of 10,000 letters a month, exceeding the estimates of the most optimistic advertising men. Within three weeks after the appearance of the first ad, letters had been received from Mexico, Newfoundland and British Columbia, as well as from every State in the Union, and it is believed that inquiries are now on the way from many foreign countries.

The proposition is very interesting. This concern is about fourteen years old, and is the largest among the tapestry weavers of Philadelphia, producing about one-seventh of all these goods made in the United States. Philadelphia is the home of the tapestry industry, there being no important mills elsewhere. Until the Philadelphia Tapestry Mills entered the field most of our tapestries came from abroad, and we are still heavy importers. Piece goods were woven successfully, but the Philadelphia Tapestry Mills were first to weave complete portieres, couch and table covers. The company has been very active in searching Europe for designers and ideas, and has put the industry on a profitable basis in this country, reducing the

cost of manufacture by the invention of machinery for dyeing and other processes.

The domestic output of tapestries in the United States is only about \$7,500,000. This is equivalent to one fairly good table cover or pair of portieres to every five families. Tapestries as home decorations are most beautiful, serviceable and economical, but the American people have not been educated to their use as yet. The campaign of the Philadelphia mills is one of education.

"Since the establishment of our company we have sold goods wholly to jobbers," said B. J. Wasserman, manager of the concern. "Practically all our output has been put forth with jobbers' labels, each jobber having his own. It seemed as though general advertising could do two things for us. First, introduce a line with our own brand that would make us known, and, second, by educating the public to the use of tapestries in home decoration, largely increase the demand for them. For two years we have talked over plans with Mr. Clarence K. Arnold, of the Arnold Advertising Agency in this city, which places the advertising. The situation had certain complications. We did not wish to sell direct to the public, or in any way impair our harmonious relations with the jobbing or wholesale trade. Magazine advertising was clearly the medium to reach the greatest number of readers in the greatest territory. We decided upon that form of publicity for a beginning. The next step was the preparation of copy as attractive as could be produced, showing the many uses of tapes-

tries in the home. The ads, which are now running, are illustrated with half-tone views of dens, cozy corners, window and door effects, and so forth, all photographed direct from our goods. Brief descriptions lay stress on the beauty of tapestry designs, the fact that they are reversible in pattern, and appropriate to every room in the home. Retail prices are printed in every ad, too, but the public is directed to retail stores for the goods.

"No advance notice of this advertising was given to the retail or jobbing trade. We have no traveling salesmen, or any method of reaching the retailer, in fact, as our operations bring us in contact only with the jobbers. Upon the force of the campaign we depended for co-operation on the part of dealers. With this end in view the copy was made large. Our ads average a page. The retailer knows what advertising costs. He is not impressed by a manufacturer's publicity when the ads are small, as such a campaign bears the indication of being only temporary, and the retailer is likely to be left with a lot of unsalable goods on his hands if he stocks up. Large copy demonstrates the permanence of the advertising. This point was made so successfully that twice within the first month the advertising ran, Wanamaker's Philadelphia store advertised 'Artloom Tapestries' by name, referring to the magazine advertising, and the goods have also been featured under their own brand by large stores in New York, Chicago, Boston, San Francisco and other cities. They are now on sale everywhere, thanks to the instant co-operation of the retailer.

"The magazines on our list include *Harper's Bazaar*, *McClure's*, *Munsey's*, *Woman's Home Companion*, *Ladies' Home Journal*, *Saturday Evening Post*, *Delineator*, *Lippincott's*, *Metropolitan*, *Review of Reviews* and others. The *Ladies' Home Journal* has produced the best results. Every one of our ads is keyed, and every inquiry traceable. The second best magazine was the *Woman's Home*

*Companion*, third was the *Saturday Evening Post* and fourth *McClure's*. The *Delineator* was not used the first month owing to delay in the preparation of copy, but when it is added to our list I am convinced, from its kind and quantity of circulation, that it will stand second. Of course, we have gone into all the high-grade women's magazine, but the campaign is not confined to them. A surprisingly large number of inquiries come from men. One amusing letter of this character came from the wilds of Newfoundland. The writer is a Philadelphia manufacturer, with the largest output in his line in this country. His mills adjoin ours, and many times this summer we have gone out to lunch together. His letter came from his cabin in Newfoundland, 365 miles from a railroad, and he sent a check for some of the goods advertised in the September magazines, saying he had no idea we made such attractive stuff. This is one of the wonders of magazine advertising to me—that the magazine should penetrate so far in so short a time. Within three weeks from the day the magazine appeared we had that man's order from a place so remote that more than ten days must have been consumed in taking the magazine from the railroad to his place and bringing back his order by stage. Inquiries have come from Cuba, from Mexico, and from many parts of the West and Southwest where the writers live far from railroads. The number of inquiries, too, has been amazing to me. We are entirely new in general advertising, and expected surprises, but even the estimates of Mr. Arnold on the number of replies have been exceeded. Results began all at once. On the second morning after the first magazine went on the newsstands we got more than 100 letters, and since then they have been pouring in steadily at the rate of 250 to 400 a day. Our correspondence department has been enlarged several times, but is still behind on its work.

"To every inquirer is mailed a  
(Continued on page 6.)



# THE SATURDAY EVENING POST

IS A WEEKLY MAGAZINE

New copy every week will convince people quicker than once a month.

Monthly magazines are good mediums—we use them ourselves; a weekly magazine will give you quicker service.

THE SATURDAY EVENING POST as a weekly magazine has made a great success, as a paying advertising medium. How well it will pay is simply a matter of good copy.

Our representatives are helpful with experience and advice as to copy and ideas. For many years past they have helped in successful campaigns. Send for Mr. E. W. Spaulding, No. 1 Madison Avenue, New York; Mr. E. W. Hazen, 508 Home Insurance Building, Chicago, or Mr. A. B. Hitchcock, Barristers Hall, Boston.

The Curtis Publishing Company  
PHILADELPHIA, PA.

booklet of 'Artloom' goods, showing curtains, couch and table covers in colors, indicating decorative schemes for dens and cozy corners, and giving retail prices. Dozens of inquiries are cash orders, accompanied by checks, the writers saying that they are unable to buy the goods in their own locality. These we turn over to department stores having a mail-order department, as they are in position to fill them. Another class of inquiries comes from retailers who have seen the magazine advertising and had inquiries for the goods. These we immediately turn over to a jobber, for we sell no goods direct. To every magazine reader sending us ten cents in stamps, with the name of a local dealer who doesn't carry 'Artloom' goods we send a plush velour square, in red or green, suitable for a centerpiece or sofa pillow top. These would cost fifty cents in any dry goods store. They serve to show the quality of our product.

"The results of the campaign so far indicate that important changes will be made in our business. A year ago we sounded the jobbers on the advisability of advertising to the consumer, but they were mostly sceptical. Now that the campaign has begun, however, they are all in favor of its continuance. As the campaign is educational, it naturally increases the demand for tapestries sold under the jobbers' own labels, and also for those made by our competitors. This problem worried us a little in planning, for it didn't seem exactly right that we should pay good money to create trade for others. Finally we adopted the broad view of the matter. Somebody had to start advertising. We were the biggest firm in the field, and perhaps the only one with sufficient capital to carry the thing through successfully. We reasoned that while all the tapestry trade would get the benefit of our publicity, we would naturally get the lion's share because we are the biggest concern. Then, perhaps other weavers will be induced to advertise too, which will help in the aggregate. It is my belief that this ad-

vertising, which is to continue steadily for two years, so far as we know at present, will be revolutionary in its effect on the tapestry industry. Our appropriation was successively increased as we planned, until the figures reach four times what he thought would be sufficient at the first conception of the campaign. It is an appropriation exceeding the capital of any other house in the tapestry trade, and also larger than any sum that has ever been devoted to textile advertising. I believe the effect on the weaving trade generally will be marked, for Philadelphia is the center of the textile industry, and the success of a house in the trade will convince weavers of the profit from publicity reaching the consumer. Arguments from advertising men have so far failed to reach them. Returns from our advertising are large at present, but ought to double in November and December, when people are buying for the holidays. There are also the spring and fall house fitting seasons when our goods will naturally be in the minds of housewives. The foreign trade, too, is a field of promise. One of our company is an inventor, and has perfected many devices for improving the product and reducing the cost. We were the first firm to sell American tapestries to London stores. Hundreds of inquiries have come from Canada. The tariff on American tapestries admitted to that country is somewhat high, but so is the tariff on British goods. There is ultimately only a ten per cent difference, and the timeliness of our designs and lower cost of our product, backed by vigorous advertising, entirely offsets that.

"Trade journal advertising in the *Dry Goods Economist*, *Carpet and Upholstery Trade Review* and other mediums has been an accompaniment of the consumers' campaign. An interesting view of our operations is afforded by comparing advertising with traveling salesmen. We are the only tapestry manufacturing house that employs no salesmen. Our advertising appropriation would enable us to put on the road not more than

(Continued on page 8.)

MORE  
MARKETSMORE  
PROFITS

If you want Foreign Trade

**this is the  
symbol**

of an advertising service which cannot be obtained from any other agency.

For *ten years* we have represented American interests abroad. In that period we have gained knowledge which is of the greatest value to our clients.

Our foreign service is managed by men who combine American enterprise and American advertising sagacity with a complete knowledge of foreign methods and mediums. We offer to outline a campaign, estimate the cost, place the advertising, secure local sales agents, advise and otherwise assist in introducing your goods in Europe and elsewhere.

Among other important accounts we are placing Quaker Oats, Remington Typewriters, Armour's Extract of Beef, Libby, McNeill & Libby's goods, Gold Dust Washing Powder, National Carpet Sweepers, Liquid Ozone, Regal Shoes, Graves' Tooth Powder, Shaw-Walker Co.

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**The Paul E. Derrick Advertising Agency**

Tribune Building, New York

LONDON: 34 Norfolk Street, Strand

The Derrick Agency has exclusive control of the celebrated Starke Service for America and abroad.

ten salesmen for two years. They might sell more of our goods, but they could not increase the general demand for tapestries, which is the purpose of the whole campaign. With advertising to the consumer we not only increase general demand, but take advantage of the thousands of traveling salesmen employed by wholesalers and jobbers. Marshall Field & Company, Chicago, have 250 men on the road, and the John V. Farwell Company, in the same city, have 240. If each of these men sells only \$500 worth of our goods in a year as the result of our advertising to the consumer it will aggregate \$250,000. Advertising, you see, has simply been used as a force behind an existing organization, instead of as a means of going around it. There has been much loose talk about eliminating the middleman through advertising to the consumer, but in our own case the middleman is necessary to distribute our goods, and we want to help him distribute more.

"It is now planned to take up newspaper advertising in cities where we believe supplementary advertising to help retailers can be made effective. The details have not been wholly worked out yet. In the magazines the tendency will be to broaden the campaign as we learn where the best returns come from. The 'Artloom' goods are a popular priced line adapted to people of good taste among the classes that are fairly well-to-do, though some of the pieces selected for exploitation are within the reach of any purse. What we want to accomplish is the introduction of tapestries into every home. Goods adapted to the whole population were selected for the purpose. Some of our products are of great artistic value, however, and rather costly. In our designing rooms upstairs are more than \$25,000 worth of European tapestries, modern and old, which we study for ideas. This represents just one season's purchases in Europe. I go there every year for material. We have made exquisite reproductions of fine Gobelin pieces for the high-class trade. Present de-

mand for these is restricted to the very best stores in New York, Boston, Philadelphia, Chicago and the large centers. The output is small, but the demand is most healthy, and later we shall probably advertise these goods in magazines of exclusive high-class circulation."

JAS. H. COLLINS.

#### THE LEADER IN ITS CLASS.

51-53 Maiden Lane,  
New York, Oct. 1, 1904.

Editor of PRINTERS' INK:

Referring to your circular just received, do not think any progressive business house should be without PRINTERS' INK these days, and we are enclosing \$2 for subscription under your new offer.

If our opinion is asked as to the price being high at \$5, we say yes, for popular subscription. It is true that it is worth \$5, or even \$500 to hundreds of people, if they only knew it, but in this day of popular-priced periodicals of high merit, any paper to have a popular sale, must have a popular price. You have always been the leader in your class, and should be in the matter of popular distribution. Wishing you success, we are, Yours very truly,

ROBT. H. INGERSOLL & BRO.

#### THINKS IT EDUCATIONAL.

AMERICAN HOUSE,  
AUSABLE FORKS, N. Y., Sept. 30, 1904.

Editor of PRINTERS' INK:

PRINTERS' INK interests me—I am a salesman for a jobbing house, consequently think its columns very educational. I enclose one dollar for a six months' trial subscription. Send to my home address, No. 1430 South Salina street, Syracuse, N. Y.

Yours truly,

GEO. H. LLOYD.

#### A TREASURE FOR SOMEBODY.

FREDERICK, MD., Oct. 3, 1904.

Editor of PRINTERS' INK:

I have a large lot of back numbers of PRINTERS' INK—in good condition—probably from 1890 to within a few years ago—have about 15 volumes of 13 numbers loose and 5 volumes bound. They are in my way, yet too valuable to destroy. Can I find sale for them and what would they be worth?

Yours truly,

AUGUSTUS CLEMM.

275 N. Market Street.

#### THE BEST EVER.

THE BALTIMORE AND OHIO RAILROAD  
COMPANY,

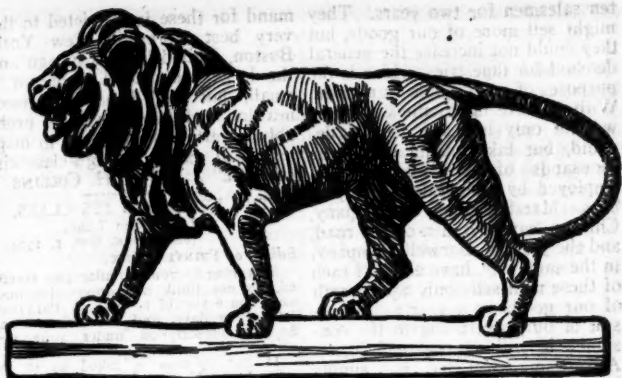
PITTSBURG, PA., Oct. 4, 1904.

Editor of PRINTERS' INK:

In response to your ad offering PRINTERS' INK for two dollars per year, I inclose \$5 check. Kindly extend my subscription to that extent. PRINTERS' INK is like good whiskey, it improves with age. I've taken it from the first and think it now "the best ever."

Sincerely,

GEO. S. WILHE.



## The Lion's Share

of your advertising in Philadelphia should be placed in

### The Evening Bulletin

- because** it goes every evening into nearly every Philadelphia home.
- because** THE BULLETIN reaches people in the evening, at a time when they are best able to give consideration to what they read.
- because** the advertiser who uses THE BULLETIN does not have to pay for a large out-of-town circulation, which in many cases is useless to him.

The net paid daily circulation of The Bulletin for September was

**185,017=COPIES=185,017**

## NEWSPAPER CIRCULATION IN NEW YORK CITY.

It is said that the methods of circulating New York daily papers are the most antiquated to be found in the United States. Circulation experts in other cities assert that the adoption of such systems are used on the *Minneapolis Tribune*, *Indianapolis Star*, *Philadelphia Bulletin* and other nationally known dailies would double the clientele of any metropolitan journal that took them up. Some interesting views on the subject were lately given a **PRINTERS' INK** reporter by A. L. Swift, 188 Monroe street, Chicago, an expert, whose business is that of increasing daily newspaper circulations by means of premiums.

"The ideal circulation system is that where the paper controls its own carriers, and can canvass for subscriptions," says Mr. Swift, "for then every part of its territory can be covered regularly by solicitors, and any decrease of circulation however slight investigated. No newspaper in New York City, to my knowledge, controls its own carrier service. Each paper sells a stated number of copies to the American News Company, and this corporation distributes them to newsboys and newsdealers. New York has never been canvassed by subscription men for any one paper, as the papers have no certain means of knowing that circulation gained in this way would be held. The American News Company, of course, is an impartial corporation, simply supplying demand and taking no steps to promote one paper at the expense of another's circulation. As a result none of the New York dailies have circulation in proportion to population that has been attained in other cities.

"Premiums are a wonderful stimulator of circulation, and with the competition along these lines has come prodigious development. The demand is always for better premiums, and from the simple art supplement that was effective a few years ago the publishers have progressed to encyclopedias, books, dishes, household articles and other attractions. The latest prem-

ium is a Columbia phonograph, which is given to any subscriber agreeing to take the paper for a year and pay a dollar on delivery of the instrument. It is also stipulated that twenty records be purchased in the year, but this is only a formality, as the phonograph leads the owner to purchase many more. About 150 dailies throughout the country are now giving this premium, among them the *Minneapolis Tribune*, *Washington Star*, *Philadelphia Press*, *Detroit Free Press*, *Cleveland Leader*, *Toledo Times*, *Indianapolis Star*, *Chicago Record-Herald*, *Milwaukee Sentinel*, *St. Louis Republic*, *San Francisco Bulletin*, *Kansas City World*, *Toronto News*, *Omaha News*, *New Orleans Item*, etc. In *Minneapolis* the *Tribune's* canvassers have actually placed a phonograph in every four homes, and it is quite probable that this ratio will be greatly increased before the year is out. In a few weeks 17,000 subscriptions were secured in that city, and about eighty per cent of these were new subscribers.

"This shows the possibilities of daily newspaper circulation. The premium is a stimulator, of course, but a very high proportion of circulation to population can be obtained without premiums, simply through an active canvass and a comprehensive carrier system. In some cities like Chicago the carriers handle several papers, but the promotion department of each is able to put the paper in the hands of subscribers, whether subscriptions be taken at homes or newsstands. No city is so far behind present methods as New York, unless perhaps Pittsburg. If a single New York daily were to break away from the American News Company and establish its own carrier service it might mean a temporary decrease of fifty per cent in its circulation, or even more. But in the end its circulation could, I am confident, be doubled or even trebled by no other means than live solicitation and a thoroughly modern method of putting the paper into the hands of people who would agree to take it regularly instead of buying from day to day."

"The World's Greatest Newspaper"

# The Chicago Tribune

Over 142,000 Circulation  
Every Day

## CHICAGO TRIBUNE

Daily Circulation, September, 1904:

Days.	Copies.	Days.	Copies.
1.....	140,453	16.....	142,241
2.....	140,717	17.....	142,715
3.....	141,304	18.....	(Sunday)
4.....	(Sunday)	19.....	142,115
5.....	145,711	20.....	142,690
6.....	141,369	21.....	142,833
7.....	141,150	22.....	142,662
8.....	141,530	23.....	142,806
9.....	141,584	24.....	143,269
10.....	141,798	25.....	(Sunday)
11.....	(Sunday)	26.....	142,813
12.....	142,177	27.....	142,892
13.....	142,275	28.....	143,366
14.....	142,448	29.....	143,596
15.....	142,148	30.....	143,533

Average daily circulation for month of September, 142,891

W. T. Adair, Circulating Manager of *The Chicago Tribune*, being duly sworn, says that the above is a correct statement of the circulation of *The Chicago Daily Tribune* for the month of September, 1904. Samples, exchanges, files, free subscriptions, and papers spoiled in printing not included.

W. T. ADAIR.

Subscribed and sworn to before me this first day of October, 1904.

ALFRED T. WARD. Notary Public.

You cannot reach the homes of the well-to-do people of Chicago and the Middle West without using *The Daily Tribune*.

**IT IS**

without a competitor as a newspaper.

**IT IS**

unequaled as an advertising medium.



## THE POST CARD AS AN ADVERTISING MEDIUM.

In Great Britain and Europe the pictorial souvenir postal card has become a craze, being collected as persistently as postage stamps. In this country the post card has not become a mania, but as a convenience it is much used and sought. Originally devised in Europe, it was meant for the short messages of travelers to friends at home, and began when somebody thought of printing on the regular postal cards of the Government a typical local scene or building. This gave character to a tourist's message from a famous city or watering place, and as the demand for such souvenir cards grew they were elaborated, all the art of the lithographer being brought to their embellishment. Their circulation soon grew enormous, with the result that post cards became an advertising medium. Many firms across the Atlantic supply them free, producing cards that are beautiful in design and which have very little advertising matter. The London & Northwestern Railway, for example, has published a series of cards illustrating some phase in the development of the company. These are distributed to travelers. Some of the London stores have pictures of well-known thoroughfares, with an enlarged view of the store in the foreground. No other advertising is considered necessary.

In the United States the advertising post card is employed to good effect in many ways, and its use appears to be on the increase. After visitors to large manufacturing plants have seen the various departments and processes, for instance, they are conducted to rest and writing rooms and supplied with all the post cards they care to mail. Many hundreds are mailed every day from the plant of the Natural Food Co., at Niagara Falls. Hotels also supply picture post cards, and they are now found in large stores and places where travelers congregate.

As an advertising medium the post card has certain good points that may have been overlooked by observers who have mistaken it for

a passing fad. Its first great merit is that it goes by mail to somebody who will be interested in it. Then, the cost of mailing is paid by the sender—not the advertiser. Third, it interests a substantial class of people, for traveling in itself implies a certain degree of affluence, and as like finds like, so the traveler mailing home souvenir cards sends them to persons pretty much in his own circumstances. Fourth, the card is likely to be preserved or at least shown to a number of friends.

As a means of municipal advertising the post card is a valuable medium. Every locality wishing its advantages published to the world will do well to see that travelers are supplied with attractive cards, giving local views and a few local statistics. For stores, hotels, summer resorts, manufacturers, etc., the post card can bear pictures of exteriors and interiors, illustrations of machinery and products, striking figures and facts, or anything that has general interest as well as advertising value. Too much advertising matter, of course, defeats the true purpose of the post card. Care should be taken in designing to produce artistic effects, and a variety of cards is better than a single design, as many persons make a practice of sending a whole series when obtainable. Cards in colors are necessarily more popular than those in black and white, and the whole value of the card depends on putting it into the hands of travelers. Not every business is in touch with the touring public. For such the post card is virtually useless. But to advertisers who have facilities for proper distribution it is a profitable form of general publicity. As a craze the post card will eventually die out, even if it becomes a craze in this country. As a matter of convenience, however, it will probably be in demand as long as the prosperous American public continues the habit of going about sight-seeing.

A PAT treatise on agricultural advertising, showing how much depends on the farmer's own point of view, comes from the Procter & Collier agency, Cincinnati, which makes a specialty of preparing and placing agricultural copy.

## THE TRADE JOURNAL.

THE MOST STABLE FORM OF PUBLISHING PROPERTY AND THE HIGHEST TYPE OF ADVERTISING MEDIUM, SAYS EMERSON P. HARRIS—A TALK WITH THE NEW YORK BROKER ABOUT TECHNICAL PUBLICATIONS.

The experience of Emerson P. Harris in the trade journal field extends over twenty years. During this period he has seen the trade journal rise from the "scheme" stage and become a valuable form of publishing property. Formerly owner and manager of the *Street Railway Journal*, and owning a controlling interest in *Power*, before its sale to Mr. Swetland, his knowledge is founded on practical publishing. In the past ten years Mr. Harris has been concerned in the transfer of many valuable trade publications, and has studied the entire trade field with a view to discovering and developing dormant values. Though also a broker in magazines, and formerly interested in the sale of newspapers, by far the greater part of his time and attention have been centered on the technical press.

"The number of trade journals in this country is now between 1,500 and 2,000," he said recently at his office, 253 Broadway. "Fifteen years ago there was not a trade journal in the United States worth \$100,000. To-day there are several worth nearly \$1,000,000, and perhaps a dozen worth \$500,000. Of publications that would sell to-morrow for at least \$100,000, there are fully a hundred. The term 'trade journal' is not very definite. Some publishers, in fact, rather resent it. The *Dry Goods Economist* might be called a trade journal because it goes to the dry goods trade, but the term fails to describe such papers as the *American Machinist*, which is technical, or the *Rudder*, which goes to yacht owners, or those publications that go to physicians or architects. 'Technical journal' is another commonly used term that fails to describe them all, while 'class publication' is somewhat offensive, savoring of the exclusive. I have adopted the term 'specialized pub-

lications' for my own use, and believe it comes nearer being descriptive than the others.

"The specialized journal began with the 'scheme' journal, which was a parasite on business, printing puffs instead of information, and securing advertising on sufferance. Gradually, in the more important lines of business, there developed journals that gave vital information, and were necessary to every one in that business. Their subscription lists took in everybody in the trade very quickly, and they became, in consequence, of importance to the advertiser. To-day the development has reached a stage where no scheme paper can live in a field occupied by a good specialized publication. There is no place for a scheme journal in the machinery trade, for example, nor in the electrical field. Where the modern specialized journal has been evolved, the scheme papers disappear. Sometimes they continue awhile on a false pretense. The advertiser, finding that publicity in the good mediums pays him, often goes into all the others on the assumption that they may reach readers that the leading journal does not touch. The publisher of this sort of paper makes no effort to get subscribers, however, and sooner or later he is inventoried at his true value. The scheme paper in a well covered field may live for a time on the inexperienced and gullible advertiser, but as a rule the scheme paper of to-day never confines its operations to one field. That would lead to discovery. Instead of covering one thing, it professes to cover everything and to cater to everybody.

"The basis of the true specialized publication is subscribers. It needs to have the subscriptions of everybody in its trade. A high class specialized paper can pay as much as 200 per cent for subscribers when it is being built up, for upon them depends the value of its advertising space both to the publisher and the advertiser. Active solicitation, judicious advertising and a careful adjustment of the subscription price to the field,

backed by a paper that gives the maximum of utility to the reader, are the elements of success in specialized journalism. For example, there may be 5,000 possible readers in a certain field. To 1,000 of these a progressive journal, giving real information, may be so necessary that they will pay as much as \$25 a year for it. Money is not a consideration, in fact. If the subscription price were placed at \$3 a year perhaps the paper would be taken by 3,000 readers. With a \$1 subscription rate the entire 5,000 would subscribe. With 3,000 subscribers at \$3 the income from this source would be \$9,000. Advertising space, based on that many readers, would be worth \$15,000. With 5,000 readers at \$1 each the income would be only \$5,000, but the advertising space would be worth \$25,000.

"The specialized publication of the best type has the highest advertising value of any medium or class of mediums. There are two reasons for this. First, its readers have the greatest purchasing power. Second, there is no waste circulation, but it always reaches the right people, at the right time, in the right way—the combination of conditions held to be necessary to success in advertising. It reaches men when they are at their offices. Few business men have time for outside matters during business hours. The habit of business is so strong and the need for concentration so keen that when a man reads in his office, it is something pertaining to his business, nine times in ten. The trade journals as an advertising medium is far ahead of the magazine or newspaper, I consider, regarding it upon the purely practical basis of returns that may be secured per thousand readers. But the advertiser in specialized journals is way behind the times. He does not recognize the tremendous medium he has, and his copy is perfunctory. When he employs the same care in preparing and planning as the advertiser in magazines he attains far greater results for his expenditure.

"The specialized journal is the most valuable of publishing prop-

erty. Book publishing is the most precarious, next to that the magazine, and third the newspaper. A specialized paper is more stable than any of them. Furthermore, the trade journal firmly established in its field, reaching everybody in it, has almost a monopoly of that field. A new magazine or newspaper may to-morrow displace one that has held the popular favor for years. Not so with the specialized paper. None but the veriest novice would think for a moment of starting a competitor to the *Engineering and Mining Journal*. The percentage of net advertising business available for the good trade journal in a good field is higher by many times than that available for a newspaper or magazine. The special character of its circulation and the purchasing power of its readers enable the publisher to obtain five cents per line per thousand circulation, against the quarter cent per line per thousand of the newspaper.

"It is still the common belief that the specialized paper is for sale—that is, the manufacturer or advertiser can obtain any sort of editorial notice and disguised advertising if he buys advertising space. As a matter of truth, however, the legitimate trade press is far more independent in this respect than the general press. I'll venture to name in every trade field that is well developed, one or more publications upon which money has no influence, and which, indeed, have so well established this policy that few advertisers would attempt to obtain favors from them. The old plan of editing for the profit or vanity of the advertiser is effete. All information is printed from the readers' standpoint. What is recommended by an able journal must be of so much value to the reader that editorial notice is a mere incident as far as the advertiser's profit is concerned. An article about a new steam boiler in *Power* may make a sale for the advertiser, but the benefit to the purchaser is greater by ten times.

"A specialized journal seems to need a relay of owners before it

progresses from the scheme stage to that where it occupies the foremost position in its field. Some of the greatest properties have been built up by successive owners, one laying a good editorial foundation, and the next adding business management. There are many special fields to-day that, while apparently crowded with journals, are really vacant and waiting for a leader. A paper must be built up simultaneously in its three chief departments—the editorial, advertising and circulation. You can't drive these tandem, but must go three abreast. Publishers show a disposition to be honest and not make the advertiser pay for the work of securing subscribers. A journal was started in Philadelphia some time ago, and the publishers announced before the first issue appeared that it would have a circulation of 20,000 from the outset. The Postoffice department refused it entry because this 20,000 circulation was chiefly sample copies. The publishers could have lied about their circulation, printing a limited edition and working to reach a circulation that would be profitable to advertisers. But instead they printed an edition of 20,000 copies regularly, mailing them at regular postage, with the result that they had 10,000 bona fide subscribers before ten months had elapsed, and were admitted to second-class rates. This method of building circulation cost them \$20,000, but they accomplished in ten months what could not possibly have been done in years by old-fashioned, dishonest methods. Ten years ago nobody would have carried such a plan into execution, simply because nobody believed in trade journals to that extent. The development of specialized papers is now carried out along scientific

lines. They are purchased from owners who may not make them pay by newcomers who have the ability to make them profitable. Most of the trade journals that change hands are those which are, ostensibly, not for sale—that is, somebody sees possibilities for a particular paper so far greater than its owner sees that a price is offered and the transfer made. In many cases the value of a paper has been doubled within two years after purchase, and very few of the men who have invested in this class of publishing property of recent years could now be induced to part with their interests. When a paper is bought as a foundation to build more broadly, the purchase price is usually the gross income for a year. When a fully developed journal changes hands the selling price is about ten times the net yearly profit. The real value of a trade paper is its future earning power. A fully developed property ought to make ten to thirty per cent on its purchase price—most of the properties transferred within late years have paid this much.

"Numerical circulation is so small a factor in connection with trade publications that publishers have been indifferent to making circulation statements. Some publications of high standing in their fields, and profitable to their advertisers, have less than 1,000 copies circulation per issue. Publishers have always felt the disadvantage of stating circulation because of the comparisons that are made with mediums of general circulation. But there is an increasing tendency to be frank and open regarding trade journal circulations, and some of the most prosperous are those that conceal nothing in this respect."

## The Montgomery Advertiser.

"Alabama's Only Metropolitan Newspaper."

Sworn Net Paid Circulation for 1903: Daily, 11,071; Sunday, 15,051; Weekly, 13,567. Accorded Double Golden Symbol (©) by The American Newspaper Directory.

## TRADEMARKS.

A trademark is such, in a strictly legal sense, only when it is attached to the merchandise for which it is used, but in practice a broader rule prevails, and property rights in trademarks used only in advertising are protected by courts of equity.

Trademarks assume endless variety in form. Some, falling within the legal requirements as laid down in the decision of courts, are susceptible of exclusive ownership, while others, not possessing such legal characteristics, are not capable of being monopolized by the person adopting and using them. Selecting a trademark without having regard to the legal requirements is like erecting a building upon land without ascertaining in whom the legal title to the land is vested.

The principal restrictions upon the free selection of a valid trademark, as laid down by the courts in various decisions, are (1) that the mark must not be calculated to deceive the public in any way as to the quality or composition of the goods it represents or as to the name of the manufacturer or the place of manufacture of such goods; (2) it must not be descriptive of any quality of the goods, as a monopoly in the use of descriptive words would prevent other manufacturers from describing similar goods; and (3) it must not be geographical, for the reason that many persons are usually entitled to employ the same geographical term in designating their goods. To all these rules there are seeming exceptions, as courts of equity constantly endeavor to preserve property rights even though based upon trademarks that do not fall strictly within the rules of the law.

In looking over current advertising it is interesting to note how different advertisers employ trademarks and other identifying means in advertising their goods. Some, seeming to recognize the value of a trademark, go about creating value in it in the most expensive and laborious way. Others spend large sums of money in establish-

ing a mark that, probably would not successfully stand the tests of law.

The proper use of a trademark in advertising is well illustrated by the advertisements of Mennen's Talcum Powder. In every advertisement of Mennen's powder Mennen's picture appears. The form of the advertisements is constantly changing, but the trademark is always present to identify the advertisement as Mennen's. As a consequence this trademark is associated with talcum powder in the minds of hundreds of thousands of people. This example illustrates the most advantageous use of a trademark. To be attractive, advertising must necessarily be novel and ever changing in form, but there should be some prominent and constantly recurring feature in every advertisement to connect it with all previous advertisements of the same goods, so that the reader will readily identify it, and the series of advertisements shall leave in his mind a cumulative force.

The fanciful character "Sunny Jim" representing the cereal food "Force," is an illustration also in point. The owners of this mark have given publicity not only to their goods but to their trademark as well, and now "Sunny Jim," representing a large part of the good will of the business, is exceedingly valuable. The Gold Dust Twins used by the N. K. Fairbank Company to advertise Gold Dust Washing Powder is a further illustration. In like manner, the advertisements of Cream of Wheat are linked together in a series by the presence of the colored chef; "Hans" and "Lena" identify the advertisements of Van Camp's soups; and the little bears make the Pettijohn advertisements cumulative in effect.

Arbitrary words have been made valuable as trademarks. For instance, the coined word "Uneda,"—a valid trademark—by extensive advertising has been made exceedingly valuable. The pictorial representation of a person may become a trademark, though the consent of any living person to so employ his likeness is necessary. The

relatives of deceased statesmen and others, however, seem to have no way to prevent the adoption of the name and likeness of the deceased person as a trademark, save where State statutes prohibit such use.

Armour & Company are advertising their canned meats under the trademark "Veribest," printed in arbitrary form. This trademark is of doubtful validity, inasmuch as it is descriptive. Other packers reasonably claim that their canned meats are the very best, and it has been held by the courts that merely misspelling a descriptive word or words does not constitute such words a valid trademark.—*Luther L. Miller, LL.D., Member of the Federal Bar and Chicago Law Association, in Returns, St. Louis.*

### AN INDEFINITE INCREASE.

CIRCULATION OFFICE  
NEW YORK TRIBUNE

*You are cordially invited to call at the  
"Counting Room"  
of the  
New York Daily and Sunday Tribune  
on any business day between the  
hours of 10 A.M. and 3 P.M.  
to verify for your own personal satisfaction  
the published claims of the largely  
increased circulation of the  
New York Tribune*

*The Tribune Association.*

*Respectfully.*

The above is a reduced facsimile of an engraved invitation lately received by the Geo. P. Rowell Advertising Agency and by them turned over to the editor of PRINTERS' INK.

A representative of PRINTERS' INK called at the Tribune office with the invitation in his hand and asked for the circulation manager. He was directed to a young man who was said to fill that responsible office but who, it appeared, had never before seen a copy of the invitation. He knew that something of the sort had been talked of but that was all. A moment later the

business manager, Mr. Kellogg, entered the room but he was also in the dark in regard to the invitation, but thought Mr. Tuttle, the advertising manager was responsible for it. The circulation man stated that his office would have authority to submit a circulation statement but he was not at present ready to do so.

Those who read the invitation carefully may note that visitors are invited to verify that the publishers claim a largely increased circulation but they do not appear to be invited to ascertain either how big it used to be or how big it is now. Still the Tribune is a newspaper of high character and standing. Many people in other lands are said to consider it the best newspaper in America. There is probably no more reason why it should not allow advertisers to know exactly how many copies it prints than exists in the case of other equally respectable newspapers, such as for instance, the New York Post, the Boston Transcript, or the Washington Star.

### Financial Advertising

**D**URING June, 1904, *The Record-Herald* carried 23,785 lines of Financial Display Advertising, which was 4,310 lines more than carried by any other Chicago paper.

During the year 1903 and during the first six months of 1904, *The Record-Herald* carried more Financial Advertising than any other Chicago paper, notwithstanding *The Record-Herald* refused all bucket-shop and other objectionable financial advertising.

A tribute to the superior quality of *The Record-Herald* circulation—the largest circulation of any newspaper in the United States selling for more than one cent—whether morning or evening.



# THE "DRY GOODS ECONOMIST."

Paris gave birth to the modern department store, it is said. But this type of retail establishment, with its characteristic methods of merchandising and advertising, has reached the greatest development in the United States. The number of large department stores now doing business in this country is estimated at 500, with capital ranging from \$50,000 to \$2,000,000 apiece. Their gross annual turnover in merchandise is calculated at five times the capital. Besides these, there are 1,000 large dry goods houses, not far removed from department stores in size and methods, with capital ranging between \$30,000 and \$500,000. Below these, again, are 10,000 small dry goods shops, with capital not exceeding \$10,000. Every city in the country with a population of more than 40,000 has its department store, and the aggregate of business transacted yearly by these establishments makes them a most important "industry."

This great "industry" is represented by one of the oldest trade journals in the world—the *Dry Goods Economist*, now in its fifty-ninth year. This weekly is also one of the most progressive and comprehensive trade journals in the world, and with a single exception is perhaps the most valuable trade journal property. Editorially, it is the readiest illustration of its own publisher's belief, that "The best practice of American trade journalism to-day out-classes not only anything ever before shown in this country, but everything of the kind yet accomplished in Europe."

The early issues of the *Dry Goods Economist's* progenitor, the *Dry Goods Reporter and Commercial Glance*, have disappeared, but it is known that the first number appeared in 1846, in New York City. In a note written by Thackeray, the novelist, in 1847 or 1848, he mentions this publication as lying among the papers in a Glasgow coffee-room. The earliest issue ex-

tant is a copy for November 24, 1849, its pages measuring twenty by twenty-seven inches. The art of trade journal advertising was then in its infancy indeed, for though nearly nineteen out of the total of thirty-two columns were given up to advertisements of wholesale firms and jobbers, not an illustration appears, nor any announcement extending beyond a single column. Among the articles advertised were rattan and whalebone umbrellas. William Burroughs, Jr., and Robert Boyd were the founders, one writing of domestic goods and the other of imported fabrics. In 1852 the journal was sold to Thomas P. Kettell and John W. Moore, the name being changed to the *United States Economist and Dry Goods Reporter*. Various changes of ownership and policy were made during the following thirty-six years. There were times when the *Economist* floated on the top wave of prosperous periods, and other times when it bade fair to sink out of sight altogether. In 1888 it was owned by Joseph Mackey, who had rather fallen behind the march of events in the dry goods and textile world. Younger journals had come into the field and passed the pioneer. Mr. Mackey continued the old "blanket" form that had grown inconvenient, and in addition to covering the whole field of modern commerce in an adequate way, treated finance, political economy and religion. For years his second page was regularly given up to the sermons of Mr. Spurgeon, with a column of choice "Moral Gems."

In September, 1888, the paper was purchased by Charles T. Root, then senior partner of the firm of Root & Tinker, publishers of various trade journals. These young men had advanced notions of what a dry goods journal should be. The old *Economist* had consistently ignored the retailer, addressing only the manufacturer and jobber. Messrs. Root and Tinker saw that the balance of power had passed from the jobber to the ultimate distributor. For years upon years the latter had taken what the man-

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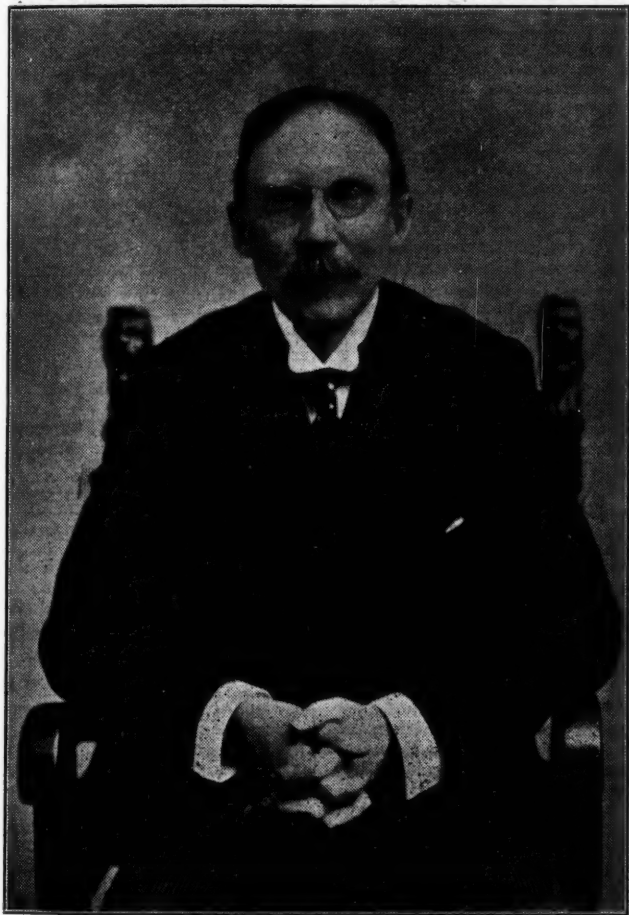


ufacturer produced and distributed it as best he could, but now the era was beginning when the retailer was to determine the public demand and look to the manufacturer and importer to supply him.

The paper immediately became an

per was reorganized as a stock company.

"The *Dry Goods Economist* is to-day very like a department store in itself," said Mr. Root recently at the publication offices, 200 Greene street, New York. "Since



MR. CHAS. T. ROOT.

ally, advocate and teacher for the retailer. In 1889 its form was reduced and the present name of *Dry Goods Economist* adopted. With the death of Franklin H. Tinker in 1890 the original partnership was dissolved, and the pa-

trade journals began to specialize they have had to compete with the largest and most progressive business houses and manufacturers in securing men of talent for editors. The editors of the *Dry Goods Economist* are all specialists, train-

ed in actual business, and capable of taking charge of departments in a great store. We cover a vast range of merchandise—dress goods, wash goods, broad silks, ribbons, knit goods, millinery, cloaks and suits, notions and fancy goods, men's furnishings, gloves, house furnishings and novelties. For each of these lines there is an editor. We also have a department of advertising suggestion and review, and another devoted wholly to store arrangement, lighting, windows, show cases and architecture. The thoroughness with which our men work is indicated by the last named department which furnishes, free to subscribers, complete plans for stores. If a subscriber sends us word that he has purchased a business site of a certain size and proposes building upon it a store of so many floors, this department draws up a plan for windows, elevation, arrangement of the floors, departments and show cases, etc. The architect works from that. Few architects have the special knowledge necessary for such planning. News of the trade and the fashions also call for specialists, and we have our own branches in Europe. The fall and spring fashion numbers of the *Economist* are so authoritative that buyers wait upon them, and their review of conditions is regarded in much the same light as the Government's crop reports.

"What to buy and how to sell it" is our motto. Instead of a perfunctory reporter of markets and imports, the *Dry Goods Economist* is a real live personality in the buying and selling departments of big stores, giving summaries of demand and supply and fashion, and suggesting from week to week ways to move goods. Some trade journals deal with commodities that are more or less fixed, like steel rails and iron pigs. But our field is changing from day to day—almost hourly. The tide of merchandise sweeping through the big stores from every part of the world is like a great river whose bed is never twice alike. Besides the productions of thousands of

busy minds in fabrics, patterns and modes, we must always reckon with caprice. The momentary fad and the enduring fashion must be analyzed, and the news given our readers instantly. They get it in the *Dry Goods Economist*, and as a result the paper is indispensable in intelligent buying and selling. The best illustration of that is the fact that few stores can get along with a single copy. Some large establishments subscribe for as many as twenty copies of the *Dry Goods Economist*, distributing them among department heads. Some time ago our Mr. Phillips traveled from Duluth to San Francisco, stopping in every important town. Everywhere he asked for the *Economist* at department and dry goods stores, and in every case the latest issue was there. But in no town did he find a complete copy of the journal. These pages had been cut out and sent to a buyer, those pages to the advertising manager, etc. Our special issues are scattered through the year, and stand like mountain peaks, from which we fly weather signals. The spring and fall fashion numbers lead, and after that there are special numbers taking up dress goods, white goods, holiday selling, and so on. Every business condition in the trade, whether periodical or an unforeseen emergency, is treated adequately.

"The *Dry Goods Economist* has been built up on the principle that the trade journal which is hand-in-glove with its readers is the one that pays the advertiser best. I have steadily held that advertising in general mediums to the consumer is, for manufacturers in this trade, a secondary consideration to advertising in the journal that reaches the retailer. The manufacturer cannot talk to retailers merchant-fashion in general mediums. Retailers influence trade more than they are given credit for. This is illustrated by a comparison of our circulation with that of the most widely circulated general magazine, the *Ladies' Home Journal*. We have an average edition of about 10,000 copies per is-

sue. The *Ladies' Home Journal* now exceeds 1,000,000. Counting the customary five readers per paper, this means 5,000,000 readers. Each copy of the *Dry Goods Economist* goes to a merchant who influences the dry goods purchases of at least 1,500 women. An advertiser in our pages, therefore, is appealing indirectly, and more or less effectively, according to his skill and the attractiveness of his offering, to an audience of 15,000,000 women. This is more than three-eighths of all the feminine population in the United States, of all ages and nativity. The *Ladies' Home Journal's* rate is \$6 a line, while the *Dry Goods Economist's* lowest net rate is about twelve and a half cents. If a manufacturer is limited to one class of media by a meager appropriation I think he can get the most for his money by confining his campaign to the representative trade journal in his line until he has accumulated means to add general advertising on an adequate scale. I have often likened advertising in trade and general mediums to two millstones—the upper and nether. It is hard to grind grain with one stone, and difficult to get full results by advertising to the consumer only. To drive a customer into a store where there is no reception or response is to put a wet blanket on general advertising. When a new article is coming out, particularly, the retailer should be taken into the advertiser's confidence first of all. Not every retailer will order through urging in the trade journal, but when demand does spring up among consumers the response on the part of the dealer will be quicker.

"The *Dry Goods Economist* has always been notable for the independence of its editorial policy. The old type of trade journal was one in which the paste pot often did duty for editorial thought, and advertising was gained as patronage, not because it paid the buyer of space. The advertisements most desired were those that could be electrotyped and run until the copper face curled at the edges. It was a parasite in the trade, this

form of publication—not a vital factor in its life. But when trade journals began to be edited for the retailer rather than the manufacturer, they became of real value to both branches of the trade instead of useless to either. Steadily the manufacturer has been educated out of a fondness for fulsome puffs. Moreover, he has overcome a natural timidity that formerly led him to withhold part of his trade story, and imitates the retailer in taking readers of his advertising into his confidence. The editorial policy of a consistently edited trade journal demands that the information which the manufacturer does not want to publish in his advertising must often be given to the trade in the news columns. It must also be a critic and corrector in certain emergencies. The *Dry Goods Economist* has been served with papers in a considerable number of libel suits since we acquired it, growing out of its unsparing criticism of questionable business methods. Up to the present time, however, the total amount of damages assessed in the suits that have been pressed to trial aggregates six cents. The prestige and influence gained with our constituency, on the contrary, could not be bought for any sum."

#### NOTES.

A small folder outlining the proposition of the El Maiz Sugar Plantation Co., Fisher Building, Chicago, is sent, with a reply postal to create interest for a larger and more expensive piece of literature, a booklet entitled "Mexico." A clever way of saving leakage.

An unusual railroad booklet sent out by the Great Northern reproduces twenty oil paintings of scenery in the State of Washington, executed by Mrs. Abby R. Hill and exhibited in the Washington Building at St. Louis. Brief notes tell something about the scene from which each was painted.

### Lincoln Freie Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

**Circulation 152,062**

RATE 35 CENTS.

## WEEKLY AD CONTEST.

## THIRTIETH WEEK.

In response to the weekly ad contest sixty-seven advertisements were received in time for report in this issue of PRINTERS' INK. The one here reproduced was deemed best of all submitted. It was sent in by Ryerson W. Jennings, 1410 South Penn Square, Phila., and it appeared in the Philadelphia *Evening Bulletin* of Sept. 28, 1904.

**In one of the windows of the John Wanamaker Store** may be seen a service of china that was gotten up by that firm for the Grill Room of the Little Hotel Wilmet. We think it's handsome, but, after all, the main thing is, what is served on them. No better Chefs ever made a sauce, or seasoned a soup, than what we employ. The Grill Room has become a rendezvous for people who appreciate the good things of life partaken in pleasant surroundings. The fast set was made unwelcome from the first day.

**The Ryerson W. Jennings Co'y**

A coupon was mailed to Mr. Jennings as provided in the conditions which govern this contest, viz.: Any reader may send in an ad which he or she notices in any periodical for entry. The ad so selected will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon good for a year's subscription to PRINTERS' INK will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should be preferably announcements of some retail business.

A FOLDER cut in the shape of a money-bag sets forth in a forceful way the advantages of house-to-house distribution as performed by George Tolley, Newark, N. J.

## A TIMELY HINT.

THE DREVET MANUFACTURING COMPANY,  
57-59 Prince St., Cor. New Elm St.,  
NEW YORK, Sept. 16, 1904.

Editor of PRINTERS' INK:

In pushing the sale of Hydrozone and Glycozone, I use a long list of publications. Advertising managers of publications that I do not use are constantly sending me their literature, as are advertising agents and specials. Every line of advertising matter that reaches my desk is carefully examined and read. When anything out of the ordinary is encountered, it is put aside for later study. Not very much is saved for second reading, very little for third.

I am looking for ideas. I try to follow what is being done by every man with an advertising appropriation to be responsible for. I want to see what every agency has to offer as special inducement to deal with it, rather than with all of the others, or any of them. I want to know why advertising managers think that I am failing in my duty to my employers by leaving their particular publications off of my list. I am continually on the lookout for an idea or suggestion that will enable me to more thoroughly and quickly impress everyone in this country with the necessity for having Hydrozone and Glycozone always at hand.

Advertising matter of the class to which I refer is prepared, supposedly, with the idea of convincing the advertising manager with an appropriation to spend that here are channels through which he can drag in the results for which we are all working. I am anxious to be convinced that there are media and methods that will insure me greater proportionate returns than I am now obtaining. But I must confess that I receive little encouragement to continue my careful consideration of the other fellows' attempts to impress me as I am striving to impress the public.

The trouble may be with either of us. I may lack discernment or ability to appreciate; the matter submitted may lack originality, strength, lucidity. That is a matter of opinion. But this much I do know. A great many of the folders, cards, notices, etc., that are sent out by people who should know better have their possible effectiveness completely nullified by injudicious selection and combination of colors in paper and ink. One of the most expensive folders recently issued was printed on heavy chocolate-colored paper in black ink; of course, to read the thing through was severely trying to the eyes. This morning, I received two similar specimens of wasteful inattention to chromatic laws and effects; one was printed in pale blue ink on dark blue card; the other was maroon linen paper with red lettering. Many such hideous and impossible combinations would ruin the sight of the man who endeavored to read them.

It seems to me that this subject should be given publicity, in the interest of the very men who spend their time and money in the ineffectively, unconvincing efforts which I have described.

Very truly yours,

EDWIN WARREN GUYOL,  
Advertising Manager.

# A Roll of Honor

(SECOND YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated; also from publishers who for some reason failed to obtain a figure rating in the 1904 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1905 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (S).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

☞ Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Anniston, Evening Star. Daily aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,216.  
Birmingham, Ledger, dy. Average for 1903, 16,670. E. Katz, Special Agent, N. Y.

## ARIZONA.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 5,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual average 1903, 4,550. Four months 1904, 4,720.

## CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160. March, 6,250. E. Katz, Sp. Ag., N. Y.

Mountain View, Signs of the Times. Actual weekly average for 1903, 52,542.

Redlands, Facts, daily. Daily average for 1903 1,456. No weekly.

San Francisco, Call, 4'y and 8'y. J. D. Spreckels. Actual daily average for year ending June, 1904, 61,802; Sunday, 85,734.

San Jose, Pacific Tree and Vine, mo. W. G. Rohmann, Actual average, 1903, 6,155. First three months, 1904, 8,166.

## COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 88,798. Average or August, 1904, 45,064. Gahn, 8,716.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Hartford, Times, daily. Average for 1903, 16,500. Ferry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican, daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 13,571; Sunday, 11,202.

New Haven, Goldsmith and Silverman, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,635. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827. First 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1903, 5,612. June, 1904, 6,049. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending June 1, 1904, 3,128 (S).

Norwich, Bulletin, morning. Average for 1903, 4,988; first six months 1904, 5,172.

Seymour, Record, weekly. W. C. Sharpe, Pub. Actual average 1903, 1,169.

Waterbury, Republican. Daily average 1903 5,846. La Coste & Maxwell, Spec. Agts., N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

## DISTRICT OF COLUMBIA.

Washington, Ev. Star, daily. Ev. Star News paper Co. Average for 1903, 24,082 (S).

National Tribune, weekly. Average for 1902 104,599. First six mos. 1903, 112,368.

Smith & Thompson, Rep., N. Y. & Chicago.

## FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,598. E. Katz, Special Agent, New York.

## GEORGIA.

Atlanta, Journal, dy. Av. 1903, 28,928. Sept., 1904, 44,808. Semi-weekly 45,867.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, 20,125. Average first six months 1904, 28,666.

## IDAHO.

Boise, Capital News, dy and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 8,475. First 6 mos. 1904, dy. 2,916, wy. 8,868.

## ILLINOIS.

Chicago, Citizen. Daily average 1903, 818; weekly, 1,110. First eight months 1904, daily, 1,205; weekly, 1,125. August, 1904, daily, 1,251.

Champaign, News. In 1902 no issue less than 1,100 daily and 3,400 weekly (193).

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation 20,000 copies, reaching over one-fourth of the American medical profession.

Chicago, Bakers' Helper, monthly. H. R. Clissold. Average for 1903, 4,175 (S).



**Chicago, Breeders' Gazette**, stock farm, weekly. Sanders Pub. Co. Actual average for 1903 67,580, 20 weeks ending May 18, 1904, 69,162.

**Chicago, Dental Direct**, mo. D. H. Crouse, pub. Actual average for 1903, 7,000.

**Chicago, Farmers' Voice**. Actual weekly average year ending September, 1904, 22,502 (3).

**Chicago, Grain Dealers Journal**, s. mo. Grain Dealers Company. Av. for 1903, 4,854 (20).

**Chicago, Gregg Writer**, monthly. Shorthand and Typewriting. Actual average 1903, 11,666.

**Chicago, Home Defender**, mo. T. G. Mauritzen. Act. av. 1903, 22,500. Last 3 mos. 1903, 24,000.

**Chicago, Journal Amer. Med. Assoc.** W. H. av. 1903, 28,615. July, Aug., Sept., 1904, 32,581.

**Chicago, Musical Leader & Concert-Goer**, w. Av. year ending January 4, 18,548.

**Chicago, National Harness Review**, mo. Av. for 1903, 5,291. First 3 mos. 1903, 6,250.

**Chicago, Record-Herald**. Average for 1903, daily 154,918. Sunday 191,817.

**Chicago, Retailer's Journal**, monthly. Actual average for 1903, 6,785.

**Chicago, The Operative Miller**, monthly. Actual average for 1903, 5,542.

**Gibson City, Courier**, weekly. Estab. 1872. Actual average year ending June 30, 1904, 1,392.

**La Salle, Ray-Promien**, Polish, weekly. Average 1903, 1,505.

**Peoria, Star**, evenings and Sunday morning. Actual sworn average for 1903, 22,197.

**Rockford, Republic**, daily. Actual average for 1903, 6,540. La Cote & Maxwell, N. Y.

## INDIANA.

**Connersville, Courier**, weekly. Actual average for 1903, 1,547.

**Evansville, Courier**, daily and S. Courier Co., pub. Act. av. '03, 11,315 (34). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

**Evansville, Journal-News**. Av. for 1903, 8'y 18,852, 8'y 14,126. E. Katz, Sp. Agt., N. Y.

**Goshen, Cooking Club**, monthly. Average for 1903, 26,374. A persistent medium, as housewives keep every issue for daily reference.

**Indianapolis, News**, dy. Av. net sales in 1903, 69,835. August, 1904, 75,841.

**Indianapolis, Star**. Av. net sales for July (all returns and unsold copies deducted), 93,261.

**Lafayette, Morning Journal**, daily. Sworn average 1903, 4,062; July, 1904, 4,562.

**Marion, Leader**, daily. W. B. Westlake, pub. Actual aver. for 6 mos. end. June 30, '04, 5,741.

**Muncie, Star**, d'y and 8'y. Star Pub. Co. Av. for 1903, 8'y 25,556, 8'y 19,350.

**Notre Dame, The Ave Maria**, Catholic weekly magazine. Actual average for 1903, 24,052.

**Richmond, Sun-Telegram**. Sworn av. 1903, dy. 2,311. For Feb., 1904, 5,944.

**South Bend, Tribune**. Sworn daily average 1903, 5,715. Sworn average for August, 6,287.

**Terre Haute, Star**. Av. net sales for Aug. (all returns and unsold copies deducted), 88,906 (3).

## INDIAN TERRITORY.

**Ardmore, Ardmoreite**, daily and weekly. Average for 1903, dy., 1,951; w., 2,272.

## IOWA.

**Hartington, Gazette**, dy. Thos. Stivers, pub. Average for 1903, 5,844. June, 1904, 6,227.

**Clinton, Advertiser**. Actual daily average for 1903, 16,280.

**Davenport, Times**. Daily aver. 1903, 4,055. s. w. 1,660. Daily aver. March, 1904, 9,508. Cir. more than double of any Davenport daily.

**Decorah, Decorah-Posten** (Norwegian). Sworn av. for 1903, 29,641. March, 1904, 40,256.

**Des Moines, Capital**, daily. Lafayette Young, publisher. Actual average for 1903, 31,598. Average for first six months 1904, 35,908.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

**Des Moines, News**, daily. Actual average for 1903, 45,376.

**Des Moines, Spirit of the West**, w. Horses and live stock. Average for 1903, 6,095.

**Des Moines, Wallace's Farmer**, w. Est. 1879. Actual average for 1903, 38,769.

**Muscatine, Journal**. Daily av. 1903 4,849, semi-weekly 2,708, first four months 5,167.

**Ottumwa, Courier**. Daily average for March and April, 1904, 5,021. Tri-weekly average for March and April, 1904, 7,704.

**Sioux City, Journal**. Dy. av. for 1903 (sworn) 19,492, daily av. for first six months of 1904, 20,768. Records always open. More readers in its field than of all other daily papers combined.

## KANSAS.

**Hutchinson, News**. Daily 1903, 2,768, weekly, 2,112. E. Katz, Agent, New York.

**Topeka, Western School Journal**, educational monthly. Average for 1903, 8,125.

## KENTUCKY.

**Harrodsburg, Democrat**. Best weekly in best section Ky. Av. 1903, 3,552; growing fast.

**Lexington, Leader**. Av. '03, 2,328, 8'y 4,093, 1st q't'r '04, dy. 3,028, 8'y 5,448. E. Katz, agt.

**Louisville, Evening Post**, dy. Evening Post Co., pub. Actual average for 1903, 26,964.

**Paducah, News-Democrat**. Daily net av. 1903, 2,904. Year end. June 30, '04, net paid circ. 2,927.

## LOUISIANA.

**New Orleans, News**. Dy. av. 1903, 17,528, Sunday 17,687.

**New Orleans, The Southern Buck**, official organ of Klkdom in La. and Miss. Av. '03, 4,750.

## MAINE.

**Augusta, Comfort**, mo. W. H. Gannett, pub. Actual average for 1903, 1,269, 995.

**Bangor, Commercial**. Average for 1903, daily 8,218, weekly 29,006.

**Bever, Piscataquis Observer**. Actual weekly average 1903, 1,904.

**Lewiston, Evening Journal**, daily. Av. for 1903, 6,814 (20), weekly 15,452 (20).

**Phillips, Maine Woods and Woodsman**, weekly. J. W. Brackett Co. Average for 1903, 8,041.

**Portland, Evening Express**. Average for 1903, daily 11,740, Sunday Telegram 8,090.

## MARYLAND.

**Baltimore, News**, daily. Evening News Publishing Co. Average 1903, 44,582. For September, 1904, 51,914.

## MASSACHUSETTS.

**Boston, Evening Transcript** (20) (412). Boston's tea table paper. Largest amount of week day av.

**Boston, Globe**. Average for 1903, daily, 195,554, Sunday, 297,824.

Advertisements go in morning and afternoon editions for one price.

**Boston, Post**, dy. Average for 1903, 178,808. Av. for August, 1904, dy. 217,898, 8'y 178,818. Largest daily circulation in New England. Second largest Sunday circulation in New England.

**Boston, Traveler**. Est. 1824. Actual daily av. 1903, 72,852. In 1903, 76,666. For the first six months of 1904, daily average, 82,510.

Reps.: Smith & Thompson, N. Y. & Chicago

**East Northfield, Record of Christian Work**, mo. 31. Av. for year end'y Dec. 31, 1903, 20,250. Use it if you want a strictly home circulation—that sticks. Page rate \$2.40 flat, pro rata.



Gloucester, Cape Ann News. Actual daily average year ending February 1st, 1904, 4,504; aver. first six mos. 1904, 6,241; June, 1904, 6,525.

North Adams, Transcript, even. Daily net av. 1903, 5,267. Daily av. printed Sept., 1904, 6,031.

Springfield, Good Housekeeping, mo. Average for 1903, 125,992. First six months 1904, 161,166. All advertisements guaranteed.

Springfield, Republican. Av. 1903, dy. 15,542 (C), Sun. 15,370 (C), w'y. 4,036.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1903, 11,711.

Worcester, L'Opinion Publique, daily (C). Average Jan. 5, 1904. Only French paper in United States on Roll of Honor.

## MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1903, 8,912. Average 1st 5 mos. of 1904, 4,100.

Flint, Michigan Daily Journal, Aver. year end June 30, '04, 6,067 (S). Av. for June, 6,556 (S).

Grand Rapids, Evening Press, dy. Average 1903, 37,499. 44,299 aver. daily to Sept. 1, 1904.

Grand Rapids, Furniture Record (C). Only national paper in its field.

Grand Rapids, Herald. Average daily issue for 1903, 22,324, first six months 1904, 24,187. Only morning and the only Sunday paper here.

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1903, 4,419 (66). Average for first six months 1903, 4,325.

Kalamazoo, Gazette, daily, six mos. to Sept. 1st, 10,144. Circulation 190 more subscribers than any other daily paper published in city. Three months to September 1st, 10,250.

Kalamazoo, Evening Telegraph. First six mos. 1904, dy. 9,251, June, 9,520, a-w. 9,251.

Saginaw, Courier Herald, daily, Sunday. Average 1903, 8,222; August, 1904, 10,450.

Saginaw, Evening News, daily. Average for 1903, 11,615. August, 1904, daily 14,497.

## MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1903, 68,686.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 72,854. First six months 1904, 79,500.

Minneapolis, Journal, daily. Journal Printing Co. Average for first 8 mos. in 1904, 68,585.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,037.

Minneapolis, The Housekeeper: household monthly. Actual average 1903, 266,250.

Minneapolis Tribune, W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1903, daily average, 72,852; last quarter of 1903, was 77,100; Sunday, 42,924. Sunday average for first eight months of 1904 was 68,606. The daily average for the first eight months of year was 86,197. Daily average for August, 88,916.

The only Minneapolis daily listed in *Roswell's American Newspaper Directory* that regularly publishes its circulation over a considerable period down to date in *ROLL OF HONOR*, or publishes a detailed statement in its own columns. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500.

St. Paul, Dispatch, dy. Aver. 1903, 52,644. Present average 57,624. ST. PAUL'S LEADING NEWSPAPER. W'y aver. 1903, 73,026.

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1903, 51,541.

St. Paul, News, daily. Actual average for 1903, 55,816.

St. Paul, Pioneer-Press. Daily average for 1903 54,295, Sunday 30,925.

St. Paul, The Farmer, agri., a-mo. Est. 1882. Sub. Sec. Prof. Th. Shaw, ed. Act. av. year end February, 77,561. Actual present av. 85,000.

St. Paul, Volkszeitung. Actual average 1903, dy. 11,116, w'y. 23,414, Sonntagsblatt 25,402.

Wisnau, Republican and Herald, daily. Average year ending June, 1904, 4,126.

Wisnau, Westlicher Herold. Average 1903, 22,519; Sonntags Winona, 25,111; Volksblatt des Westens, 50,045.

## MISSOURI.

Joplin, Globe, daily. Average 1903, 10,510, July, 1904, 12,152. E. Katz, Special Agent, N.Y.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 60,265, weekly 185,725.

Kansas City, World, daily. Actual average for 1903, 61,232.

Springfield, Sunny South, monthly. Actual average for 1903, 2,525.

St. Joseph, News and Press. Daily over. for 1903, 20,415. Last 5 mos. 1904, 25,945.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 27,950.

National Farmer and Stock Grower, mo. Av. 6 mos. end Dec., 1903, 106,625. 1904, 68,555.

St. Louis, Star. Actual daily average for 1903, 64,378.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,545,511. Actual proven average for post 13 months 1,596,465. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter Mountain, evening. Sworn net circulation for 1903, 10,617. Sworn net circulation from Jan. 1 to June 30, 1904, over 14,000.

## NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165, April, 1904, 14,485.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average year ending June, 1904, 149,803.

Lincoln, Freie Presse, weekly. Actual average for year ending June, 1904, 152,022.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 8,816.

Lincoln, Nebraska Farm Journal. Monthly average year ending August, 1904, 14,400 (S).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebel Pub. Co. Average for 1903, 25,034.

Omaha, News, daily. Actual average for 1903, 41,324.

## NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. Actual average 1903, 2,560.

Nashua, Telegraph, even., daily and weekly. Actual daily average 8 months 1904, 2,400 sworn.

## NEW JERSEY.

Camden, Daily Courier. Est. 1878. Net over. circulation for 8 mos. end Aug., 31, 1904, 8,229.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 sworn. Jan., 1904, 5,829.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 10,012. First six months 1904, 21,024.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 58,596. Sunday 16,291.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank, Register, weekly. Est. 1873. John H. Cook. Actual average 1903, 2,961.

Washington, Star, w'y. Sworn av. for 5 mos. 22,549. Sworn over. for year ending Sept. 1, '04, 5,904.





**NEW YORK.**

**Albany, Journal, evening.** Journal Co. Average one year to April 30, 1904, 17,333.

**Albany, Times Union, every evening.** Establ. 1836. Average for first three months 1904, 29,626.

**Batavia, News, evening.** Average 1903, 6,437. Six months, 1904, 6,510.

**Binghamton, Evening Herald, daily.** Herald Co. Average for first three months 1904, 15,210.

**Buffalo, Courier, morn.; Enquirer, even.** W. J. Conners. Aver. for 1903, morning 59,852, evening 53,082; Sunday average 68,586.

**Buffalo, Evening News.** Daily average 1903, 79,408. First 3 months 1904, 85,949.

**Catskill, Recorder, weekly.** Harry Hall, editor. 1903 av., 3,408. Av. August, 1904, 3,659.

**Cortland, Democrat, Fridays.** Est. 1840. Aver. 1903, 2,246. Only Dem. paper in county.

**Lyons, Republican, established 1821.** Chas. H. Betts, editor and prop. Circulation 1903, 2,521.

**Mount Vernon, Daily Argus.** Average 1903, 2,989. Westchester County's leading paper.

**Newburgh, News, daily.** Av. for 1903, 4,187, 1,600 more than all other Newburgh papers combined.

**New York City.**

**American Machinist, w'y, machine construe.** (Also European edition.) Average 1903, 20,475.

**Army & Navy Journal.** Est. 1863. Weekly aver. for 1903, 9,926 (©). Present circulation (May 7) 9,415. W. C. & F. P. Church, Pubs.

**Automobile (The), weekly.** Flatiron Building. Average circulation 1903, 10,022.

**Baker's Review, monthly.** W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,706.

**Clipper, weekly (Theatrical).** Frank Queens Pub. Co., Ltd. Aver. for 1903, 26,912 (©) (689).

**Dry Goods, monthly.** Max Jagerhuber, publisher. Actual average for 1903, 4,566.

**El Comercio, mo. Spanish export.** J. Shepard Clark Co. Average for 1903, 6,667.

**Electrical Review, weekly.** Electrical Review Pub. Co. Average for 1903, 6,855 (©) (6).

**Elite Styles, monthly.** Purely fashion. Actual average for 1903, 62,125.

**Engineering News.** A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (©) (6).

**Forward, daily Forward Association.** Average for 1903, 48,241.

**Four-Track News, monthly.** Actual av. paid for six months ending September, 1904, 98,834. October edition guaranteed 100,000.

**Haberdscher, mo., est. 1821.** Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine, monthly.** In 1903 no issue less than 17,000. (©) (6).

**Junior Toilettes, fashion monthly.** Max Jagerhuber, pub. Actual average 1903, 56,540.

**Lealie's Weekly.** Actual aver. year end, Aug. 1904, 69,077 (P). Pres. av. over 75,000 weekly.

**Lealie's Monthly Magazine, New York.** Average circulation for the past 12 months, 229,112. Present average circulation 257,600. November number guaranteed 300,000.

**Music Trade Review, music trade and art weekly.** Average for 1903, 5,588.

**National Provisioner, weekly.** Packing houses, butchers, cotton seed oil, etc. 1903 av. circ. 6,402.

**Newspaperdom, w'kly.** Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 5,159.

**New Thought, monthly.** 27 E. 24d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. Worth examination. NEW THOUGHT has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

**Printers' Ink, weekly.** A journal for advertisers, \$5.00 per year. Est. 1888. Average for 1903, 11,001. Average for six months ending June 30, 1904, 12,806.

**The Ladies' World, mo., household.** Average net paid circulation, 1903, 480,155.

**The People's Home Journal.** 515,250 monthly, Good Literature, 454,535 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

**The Wall Street Journal.** Dow, Jones & Co. publishers. Daily average for 1903, 11,957.

**The World.** Actual aver. for 1903, Morn., 607, Evening, 557,102. Sunday, 358,650.

**Toilettes, fashion, monthly.** Max Jagerhuber, publisher. Actual average for 1903, 61,800.

**Rochester, Case and Comment, mo. Law.** Av. for 1903, 39,000; 4 years' average, 50,156.

**Schenectady, Gazette, daily.** A. N. Lacey. Average for 1903, 9,997. Actual average for 1903, 11,626.

**Syracuse, Evening Herald, daily.** Herald Co., pub. Aver. 1903, daily 32,107, Sunday 35,496.

**Utica, National Electrical Contractor, mo.** Average for 1903, 2,708.

**Utica, Press, daily.** Otto A. Meyer, publisher. Average for 1903, 14,004.

**Warsaw, Western New Yorker, weekly.** Average for 1903, 2,800. In county of 32,400 with no daily.

**Wellsville, Reporter.** Only dy. and s.-w. in Co. Av. 1903, daily, 1,184; semi-weekly, 2,058.

**NORTH CAROLINA.**

**Charlotte, Observer.** North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,761; semi-weekly, 3,800. First three months 1904, 6,578.

**Elizabeth City, Tar Heel, weekly.** Actual average 1903, 2,500. Covers ten counties.

**Raleigh, Biblical Recorder, weekly.** Average 1903, 3,872. First five months 1904, 10,166.

**NORTH DAKOTA.**

**Grand Forks, Herald, dy. av. for April, 1904, 5,862.** Will guar. 6,000 for year. N. Dakota's BIGGEST DAILY. L. L. Codd & Maxwell, N.Y. Rep. Grand Forks, Normanden, weekly. Av. for 1903 5,451. Guar. 6,550 after August 1, 1904.

**OHIO.**

**Akron, Beacon Journal.** Average 1903, 8,208. N. Y., 523 Temple Court. Av. Aug., 1904, 9,547.

**Cincinnati, Mixer and Server, monthly.** Actual average for 1902, 18,985. Actual average for 1903, 42,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

**Cleveland, Plain Dealer.** Est. 1841. Actual daily average 1903, 66,445; Sunday, 60,759. Sept., 1904, 85,288 daily; Sunday, 69,734.

**Dayton Daily News**

Average for 1903, 16,407; July, 1904, 18,894. THE ONE DAILY in a one-daily city. Thorough canvass of all homes in Dayton shows the following:

**News - - - 13,429**  
**Herald, Journal, Press 11,851**

**News over all - 1,578**

**Laneaster, Fairfield Co. Republican.** In August, '03, no issue less than 1,600 for 8 years.

**London, Democrat, semi-wy.** Actual average 1902, 2,104. Average 1903, 5,809, six months 1904, 5,522.

**Mansfield, Daily News.** Act. over year end, June 30, '04, 4,280 (P). First 6 mos. '04, 4,352 (P).

**Springfield.** Press Republic. *Aver.* 1903, 9, 282. April, '04, 10, 155. N. Y. office, 525 Temple Court.

**Washington Court House.** Fayette Co. Record, weekly. *Actual average* 1903, 1, 775.

**Youngstown.** Vindicator. *D'y av.* '03, 11, 009. LaCoste & Maxwell, N. Y., Eastern Reps.

**Zanesville.** Signal, daily, reaches S. E. Ohio. Guarantees 5,000. *Average* six mos. 1904, 5, 514.

**Zanesville.** Times-Recorder. *Aver.* year end. Sept. 1, 1904, 8, 082 (30). *Sworn* aver. 8 mos. 1904, 8, 844 (30). *Guaranteed* double nearest competitor and to exceed combined competitors.

### OKLAHOMA.

**Guthrie.** Oklahoma Farmer, wy. *Actual average* 1903, 28, 020.

**Guthrie.** Oklahoma State Capital, dy. and wy. *Aver.* for 1903, daily 20, 062, weekly 25, 014. Year ending July 1, '03, dy. 19, 568; wy. 25, 119.

**Oklahoma City.** The Oklahoman. 1903 *aver.*, 5, 516; August, '04, 8, 818. E. Katz, Agent, N. Y.

### OREGON.

**Portland.** Oregon Daily Journal. *Actual average* for 1903, 8, 946; first 7 months 1904, 14, 479.

### PENNSYLVANIA.

**Chester.** Times, ev'g d'y. *Average* 1903, 8, 187. N. Y. office, 220 B'way. F. R. Northrup, Mgr.

**Erie.** People, weekly. Aug. Klenke, Mgr. *Average* 1903, 3, 088.

**Erie.** Times, daily. *Average* for 1903, 11, 208. September, 1904, 14, 658. E. Katz, Sp. Ag., N. Y.

**Philadelphia.** American Medicine, wy. *Av.* for 1902, 19, 337. *Av. March*, 1903, 16, 827.

## The Philadelphia



## BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of September, 1904:

1.....	190,914	16.....	189,641
2.....	191,670	17.....	182,627
3.....	188,702	18.....	Sunday
4.....	Sunday	19.....	178,096
5.....	187,021	20.....	186,227
6.....	194,267	21.....	190,191
7.....	190,723	22.....	185,093
8.....	185,600	23.....	183,018
9.....	185,923	24.....	184,446
10.....	174,564	25.....	Sunday
11.....	Sunday	26.....	188,125
12.....	192,589	27.....	184,127
13.....	188,632	28.....	186,829
14.....	174,171	29.....	186,820
15.....	188,068	30.....	185,903

Total for 30 days, 4,510,453 copies.

NET AVERAGE FOR SEPTEMBER,

## 185,017 copies per day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

Wm. L. McLEAN, Publisher.

In Philadelphia there are about 250,000 homes. THE BULLETIN'S circulation, which during the month of September averaged 185,017 copies per day, goes each evening into a majority of these homes.

**Philadelphia.** Camera, monthly. Frank V. Chambers. *Average* for 1903, 7, 120.

**Philadelphia.** German Daily Gazette. *Average* circulation first six mos. 1904, daily 48, 042, Sunday 57, 265. *Sworn* statement. *Cir.* books open.

**Philadelphia.** Press. *Av. circ.* over 100,000 daily. *Net average* for August, 1904, 109,477.

**Philadelphia.** Sunday School Times, weekly. *Average* for 1903, 102,961. Send for rates to The Religious Press Association, Philadelphia.

# The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

## Daily Copies 136,329

ACTUAL CIRCULATION FOR AUGUST:

1.....	137,322	17.....	134,575
2.....	136,006	18.....	136,381
3.....	137,820	19.....	136,778
4.....	134,374	20.....	128,919
5.....	146,281	21.....	Sunday no issue
6.....	135,251	22.....	136,286
7.....	Sunday no issue	23.....	137,064
8.....	138,419	24.....	136,388
9.....	134,591	25.....	137,690
10.....	132,727	26.....	138,456
11.....	132,967	27.....	136,153
12.....	137,160	28.....	Sunday no issue
13.....	136,322	29.....	137,746
14.....	Sunday no issue	30.....	138,161
15.....	136,821	31.....	136,511
16.....	132,518		

Total for 31 days.....3,560,591  
Daily net average.....136,329

BARCLAY H. WARBURTON,  
President.

Philadelphia, Sept. 6, 1904.

THE EVENING TELEGRAPH is best for advertising. It goes into the home and stays there.

**Philadelphia.** Farm Journal, monthly. Wilmer Atkinson Company, publishers. *Average* for 1903, 3,44,676. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1903, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

**Philadelphia.** The Grocery World. *Actual average* year ending August, 1904, 11, 741.

**Pittsburg.** Labor World, wy. *Av.* 1903, 18, 088. *Reaches* best paid class of workmen in U.S.

**Pottsville.** Evening Chronicle. Official county organ. *Daily average* 1903, 6, 648.

**Scranton.** Times, every ev'g. E. J. Lynett, *Av.* for 1903, 21, 004. LaCoste & Maxwell, N. Y.

**West Chester.** Local News, daily. W. H. Hodgson. *Average* for 1903 15, 168.

**Williamsport.** Grit. *America's Greatest Weekly.* *Net paid average* 1903, 18, 868. Smith & Thompson, Repts., New York and Chicago.

**York.** Dispatch, daily. Dispatch Publishing Co. *Average* for 1903, 8, 108.

### RHODE ISLAND.

**Providence.** Daily Journal, 16, 185 (30) Sunday, 19, 592 (30). *Evening Bulletin* 26, 588 *average* 1903. Providence Journal Co., pub.

**Westerly.** Sun. Geo. H. Utter, pub. *Average* 1903, 4, 588. *Only* daily in So. Rhode Island.

### SOUTH CAROLINA.

**Anderson.** People's Advocate, weekly. G. P. Browne. *Average* 1903, no issue less than 1, 750.

**Charleston.** Evening Post. *Actual dy. aver.* for second 3 months 1904, 8, 727.

**Columbia.** State, daily. State Co., publishers. *Actual aver.* for 1903, daily, 6, 568 (30) semi-weekly, 2, 015; Sunday, 7, 705. *First six* mos. 1904, daily 7, 699, Sunday 8, 928.

**TENNESSEE.**

**Lewisburg.** Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,801.

**Memphis.** Commercial Appeal, daily, Sunday, weekly. Average 1903, daily 28,989, Sunday 38,080, weekly 77,821 (96). 1st 6 months, 1904, daily 28,447, Sunday 45,898, weekly 88,109.

**Memphis.** Morning News. Actual daily average for 1903, 17,694. For six months ending June, 1904, 21,589.

**Nashville.** Banner, daily. Aver. for year 1903, 18,772. Six months 1904, 20,851. Only Nashville daily eligible to Roll of Honor.

**Nashville.** Progressive Teacher and South'n School Journal, mo. Average for 1903, 9,500.

**TEXAS.**

**Denton.** Denton Co. Record and Chronicle, w'y. W. C. Edwards. Average for 1903, 2,659.

**El Paso.** Herald. Dy. av. 1903, 3,365; April, 1904, 4,264. Merchants' canvass showed Herald to be per cent. of El Paso homes. Only El Paso daily paper eligible to Roll of Honor.

**Paris.** Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,527.

**VERMONT.**

**Barre.** Times, daily. F. K. Langley. Aver. 1903, 2,710. Five months in 1904, 3,062.

**Burlington.** Free Press. Daily av. '03, 5,566. 8 1/2 mos. to Sept. 15, 6,554. At present 6,900. Examined by Association of American Advertisers.

**Burlington.** News. Jos. Auld. Actual daily average 1903, 5,046, sworn at Aug., 1904, 6,161.

**VIRGINIA.**

**Norfolk.** Dispatch, daily. Sworn average for 1902, 5,092; for 1903, 7,482; February, 8,448; March, 9,241.

**Richmond.** News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

**Richmond.** Times-Dispatch, morning. Actual daily average six months ending June, 1904, 19,018. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

**WASHINGTON.**

**Seattle.** Times. Actual aver. circulation 1st 6 months 1904, daily 36,548, Sunday 48,679. By far largest daily and Sunday in State.

**Tacoma.** Ledger. Dy. av. 1903, 12,717; Sy., 15,812; w'y., 8,912. Average 6 mos. 1904, dy., 14,272; Sy., 18,294; w'y., 9,501. S. C. Beck with, rep., Tribune Bldg., N. Y. & Chicago.

**WEST VIRGINIA.**

**Parkersburg.** Sentinel, daily. R. E. Hornor. pub. Average for 1903, 2,801 (1904).

**Wheeling.** News. Daily paid circ'n 9,707. Sunday paid circ'n 10,549. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

**WISCONSIN.**

**La Crosse.** Chronicle. Daily average year end. June, 1904, 5,885 (3). Aver. June, 1904, 6,071.

**La Crosse.** Leader-Press evening. Actual average 1903, 5,590. Average June, 1904, 6,105.

**Milwaukee.** Evening Wisconsin, d'y. Ev'g. Wisconsin Co. Average for 1903, 21,981; December 1903, 25,090; August, 1904, 26,708 (20).

**Milwaukee.** Germania-Abendpost, d'y. Av. for year end'g Feb., '04, 28,876; av. Feb., '04, 24,808.

**Milwaukee.** Journal, daily. Journal Co., pub. Av. end. June, 1904, 26,016. June, 1904, 28,870.

**Oshkosh.** Northwestern, daily. Average for 1903, 6,438. First six months 1904, 7,228.

**Racine.** Journal, daily. Journal Printing Co. Average for 1903, 8,792.

**Racine.** Wisconsin Agriculturist, weekly. Average for 1903, 38,181. First 6 months 1904, 36,872. Advertising \$2.50 per inch.

**WYOMING.**

**Cheyenne.** Tribune. Actual daily average for 1903, 2,709.

**Rock Springs.** Independent. Weekly average for 1903, 1,055. First eight months 1904, 1,582.

**BRITISH COLUMBIA.**

**Vancouver.** Province, daily. W. C. Nichol, publisher. Average for 1903, 5,888; August, 1904, 7,665.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Average for 1903, 8,695; June, 1904, 4,808.

**MANITOBA, CAN.**

**Winnipeg.** Der Nordwesten, Western Canada's German newspaper, covers the entire German speaking population—its exclusive field. Average for 12 months ending June 30, 1904, 10,798.

**Winnipeg.** Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 18,905. Daily, August, 1904, 25,968.

**NEW BRUNSWICK, CAN.**

**St. John.** Star. Actual daily average for September, 1904, 6,206.

**NOVA SCOTIA, CAN.**

**Halifax.** Herald (20) and Evening Mail. Sworn circulation exceeds 16,000. Flat rate.

**ONTARIO, CAN.**

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

**Toronto.** Star, daily. Average year ending June 30th, 25,988; first six months 1904, 26,045.

**Toronto.** The News (Independent), evening, daily. Average first six months, 1904, 26,754 (3). Average for August, 24,175 (3).

**QUEBEC, CAN.**

**Montreal.** Herald, daily. Est. 1808. Actual average for 1903, 22,515.

**Montreal.** La Presse. Trefle Berthiaume, publisher. Actual average 1903, daily 72,894. Average April, 1904, 86,116.

**Montreal.** Star, dy. & w'y. Graham & Co. Av. for '03, dy. 55,127, w'y. 122,269 (145). Six mos. end. May 31, '03, dy. av. 55,147, w'y. 122,157.

# (◎◎) GOLD MARK PAPERS (◎◎)

(◎◎) Advertisers value these papers more for the class and quality of their circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ◎.—Webster's Dictionary.

Out of a grand total of 23,365 publications listed in the 1904 issue of Rowell's American Newspaper Directory, one hundred and nine are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

The charge for advertisements entitled to be listed under this heading is 30 cents a line per week.

## WASHINGTON, D. C.

THE EVENING STAR (◎◎), Washington, D. C. Reaches 9% of the Washington homes.

## ILLINOIS.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

BAKERS' HELPER, Chicago, the only "Gold Mark" baking Journal. Oldest, largest, best known. Subscribers in every State and Territory.

## KENTUCKY.

THE COURIER-JOURNAL (◎◎), Louisville, daily, Sunday and weekly. Not only has class and quality of circulation, but also quantity. While an old and conservative newspaper it has never lacked progressiveness. It was the first paper outside of New York city to introduce the Mergenthaler linotype machine. It is carried every day of the week on a special train of its own to the heart of the wealthy "Blue-grass region," and has a larger circulation in that territory than any other daily.

## MASSACHUSETTS.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor.

## MINNESOTA.

THE NORTHWESTERN MILLER (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling Journal (◎◎).

## NEW YORK.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

THE NEW YORK TIMES (◎◎). "All the news that's fit to print." Net circulation exceeding one hundred thousand copies daily free of returns.

ELECTRICAL WORLD AND ENGINEER (◎◎), established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

SCIENTIFIC AMERICAN (◎◎) received the gold mark, being the only class publication receiving this distinction out of 53,000 journals and mag's 't's.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

## THE BROOKLYN DAILY EAGLE

(◎◎) is THE advertising medium in Brooklyn and one of the best in Greater New York.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great—important—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

## PENNSYLVANIA.

THE PITTSBURGH DISPATCH (◎◎), Pittsburgh, Pa. Delivered in more homes in Pittsburgh than any other two Pittsburgh newspapers.

## NOVA SCOTIA, CAN.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation exceeds 10,000, list rate.

## ONTARIO, CAN.

LONDON FREE PRESS (◎◎), only morning, noon, evening in Ontario. Best condensed medium, circulation map and rates on application. FREE PRESS PRINTING CO., Ltd., London, Ont.

## THE TORONTO GLOBE (◎◎)

Canada's national newspaper. United States representatives, BRIGHT & VERREE, New York and Chicago.

# THE WANT-AD MEDIUMS OF THE COUNTRY.

Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people. When in doubt follow the "wants." You can't do wrong if you put your advertisement in the newspaper which carries the "wants" of the city in which it is printed.

Publications entitled to be listed under this heading are charged 20 cents a line a week; \$10.40 a line for a year. Six words make a line. Display type may be used if desired.

## ARKANSAS.

**THE Arkansas GAZETTE**, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average first six months 1904, 8,561 copies.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 1c a word. Minimum rate 25c.

## CALIFORNIA.

**THE TIMES** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION, minimum charge 25 cents. Sworn daily average for year 1903, 24,654 copies. Sunday circulation regularly exceeds 51,806 copies.

## COLORADO.

**THE Denver POST**, Sunday edition, Oct. 2, 1904, contained 3,434 want ads, a total of 24 1/2 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

## CONNECTICUT.

**MERIDEN, Conn.**, RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DELAWARE.

**WILMINGTON** people use the EVENING JOURNAL for "Want ads." Foreign advertisers can safely follow the home example.

**IN** Delaware the only daily paper that guarantees circulation is "Every Evening." It carries more classified advertising than all the other Wilmington papers combined.

## DISTRICT OF COLUMBIA.

**THE Washington, D. C. EVENING STAR** (C) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

## GEORGIA.

**THE Atlanta JOURNAL** carries three times as many Wants as its chief competitor.

**THE Augusta CHRONICLE** is the want advertising medium for the western half of South Carolina and the eastern half of Georgia.

## ILLINOIS.

**PEORIA (Ill.) JOURNAL** reaches over 15,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

**THE Chicago DAILY NEWS** is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 534,226 individual advertisements. Of these 266,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

## INDIANA.

**THE MARION LEADER** is recognized as the best result getter for want ads.

**TERRE HAUTE STAR** carries more Want ads than all other Terre Haute dailies.

**MUNCIE STAR** carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis STAR.

**INDIANAPOLIS STAR** since January first has more than doubled the volume of its classified advertising. On Sunday, April 10, the STAR carried more than two full pages of Want Ads.

**THE Indianapolis NEWS** during the first six months of 1904 printed 66,340 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 137,317 separate paid Want ads during that time.

## IOWA.

**THE Des Moines CAPITAL** guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week. Saturday the big day.

## KENTUCKY.

**THE Owensboro DAILY INQUIRER** carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

## MAINE.

**THE EVENING EXPRESS** carries more Want ads than all other Portland dailies combined.

**THE BANGOR DAILY NEWS** is the best Want advertising medium in Maine. A trial ad of four lines, ten cents per issue.

## MARYLAND.

**THE Baltimore NEWS** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

**THE BOSTON TRAVELER** publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

**THE BOSTON EVENING TRANSCRIPT** is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

**THE Boston HERALD** enjoyed a gain of 74% columns in advertisements during the month of July, a gain of over 25% in classified advertisements alone; while no other Boston paper showed any gain. The HERALD's nearest competitor, indeed, showed a loss of 13 1/4 columns.

**THE Boston GLOBE**, daily and Sunday, carries more "want" ads than any other paper in New England because it brings results to the advertiser. During the first six months of 1904 the Boston GLOBE printed 213,596 paid "wants," which was 81,004 more than appeared in any other Boston paper. Every "want" ad was paid for at the regular card rate, and there were no deals or discounts.

## MINNESOTA.

**THE ST. PAUL DISPATCH** is the leading "Want" medium in the Northwest, read and relied upon by everybody in its city and territory; more paid circulation than the other St. Paul dailies combined; brings replies at smallest cost. Circulation 1903—53,944; now 57,624.

FIGURES that prove that The Minneapolis JOURNAL carries the most "Want Ads" of any daily newspaper in the Northwest:

	Minneapolis Journal.	Nearest Daily Competitor.
Year 1903	2,980 cols.	1,900 cols.
8 months 1904	2,351 "	1,394 "

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 85,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

#### MISSOURI.

**THE Joplin Globe** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE Kansas City Journal** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 21 to 35 columns paid Want Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpareil line.

#### NEBRASKA.

**THE Lincoln Daily Star**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.

#### NEW JERSEY.

**ELIZABETH DAILY JOURNAL** covers population of 95,000. Largest circulation. Brings results. Only "Want" medium. Cent a word.

#### NEW YORK.

**THE Post-Express** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**IN** Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

**BUFFALO NEWS** with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for Want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

#### OHIO.

**THE Zanesville Signal** reaches 64 towns in S. E. Ohio, also 65 rural routes; 1/10 a word net.

**YOUNGSTOWN INDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**DAYTON (O.) NEWS** always leads in Want ads. One cent per word per insertion. Largest circulation.

**THE Mansfield News** publishes daily more Want ads than any other 30,000 population newspaper; 30 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

#### OKLAHOMA.

**THE OKLAHOMAN**, Okla. City, 4,318. Publishes more Want ads than any four Okla. competitors.

#### OREGON.

**THE Portland, Oregon, Daily Journal**, every evening and Sunday morning, carries more "want ads" than all the other evening papers in Oregon combined, including its afternoon Portland contemporary. Rate: 6 cents a line each insertion—seven insertions, including the Sunday Journal, for the price of five.

#### PENNSYLVANIA.

**THE Chester, Pa., Times** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA, THE EVENING BULLETIN**—Want ads in **THE BULLETIN** pay, because it goes daily into more Philadelphia homes than any other medium. In Philadelphia there are about 230,000 homes. **THE BULLETIN's** circulation, which during the month of August averaged 185,017 copies per day, net paid (see Roll of Honor), goes each evening into a majority of these homes. In Philadelphia nearly everybody reads **THE BULLETIN**. **THE BULLETIN** will not print in its classified columns advertisements of a misleading or doubtful nature, those that carry stamp or coin clauses, nor those that do not offer legitimate employment.

#### VIRGINIA.

**THE TIMES-DISPATCH** carries more Want ads, both help and general, than any other paper published in Richmond, because it is the home paper of Richmond and Virginia, and reaches the class that give results. Want ads, May, 5,101; June 4,824.

#### WISCONSIN.

No paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

**THE DAILY COMMONWEALTH**, Fond du Lac, Wisconsin, carries more Want ads than any three papers in Fond du Lac county. Rates: 3 lines 3 times, 15c.; 6 times, 25c.; additional lines pro rata.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates: Want Ads—daily, 5 lines 3 times, 25c.; weekly, 5c. line. Big results from little talk.

#### CANADA.

**THE Halifax Herald (C.)** and the **MAT—Nova Scotia's** recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada. (Daily 80,000, Saturdays 100,000.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal Daily Star** carries more Want advertisements than all other Montreal dailies combined. The **FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Toronto Daily Star** is necessary to any advertiser who wants to cover the Toronto field. Carries more local general advertising than any other Toronto paper. **News** daily average circulation, August, 1904, 30,944.

On Monday, Sept. 19, 2,380 letters were dropped in the **EVENING TELEGRAM** box in answer to Want advertisements. That shows that people read **TELEGRAM** ads and the ads bring reply. The "Business Chances" column should be used by every American manufacturer who is looking for a Canadian representative. The **Toronto TELEGRAM** is Canada's greatest Want ad Medium.

**THE Winnipeg Free Press** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **Free Press** carries a larger volume of general advertising than any other daily paper in the Dominion. Number of paid "Want ads" published in April, 39,984; in May, 39,180.

#### BRITISH COLUMBIA.

**THE Victoria Colonist** covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday **COLONIST** than in any other paper west of Winnipeg. One cent a word each issue. Sample copies free.



# Special Issue to Trust Companies

PRINTERS' INK for October 26, 1904—Press day to trust companies in the United States for the purpose of Little Schoolmaster. It will deal with bank and bank picked names, added to the regular issue, thus making years ago, PRINTERS' INK issued its first special being interesting numbers ever published. The issue is published almost every week. This circumstance is mentioned as a factor in business which has come to pass, which some banks are doing and how bank and bank and volume. You have also observed how bank and bank notable element among the recognized factors and bank and practical, is bound to develop to larger and bank and contain matter of such practical nature that it is bank and bank advertising in newspapers and magazines. It is bank and bank best newspapers and periodicals in the country to bank and bank your publication as one that goes to the bank and bank which bank publicity would bring the best results— it to the attention of banks everywhere which bank and bank considered. This suggestion deserves your full attention.

## PRESS DAY, OCTOBER 26, 1904

### ADVERTISING RATES

20 cents a line; \$3 one inch; \$10 one page

For advertisements in specified position, 10% discount

Five per cent discount may be taken on cash

To secure space in this issue at

**CHAS. J. ZINGG, Business Manager,**



# eto Banks and Companies.

ess day October 19—will be a special issue to the banks and  
ne purpose of inviting them to become subscribers to the  
nk and financial advertising. It will be mailed to 19,374  
thus making a total issue of over 32,000 copies. Two  
cial being edition and it proved to be one of the most  
issue though now out of print, is still called for by banks  
s needed because it shows the facts that bank advertise-  
me try. You have noticed the excellent advertising  
nk and most company advertising is growing in quality  
ow to advertising and banking by mail is becoming a  
ctors modern commercial life. The idea, being sound  
ger portions every year. The above special issue will  
at it hoped it will convert many more banks to adver-  
s those deemed of interest to invite a number of the  
count to be represented in this issue. If you consider  
ifty well-to-do people, which would likely be one in  
est rate—then you have here an opportunity to bring  
which you cannot have otherwise—low cost and quality  
r full attention.

**Y, COBER 19, 1904.**

## OVERED RATES:

ch; \$100 page; \$20 half page; \$40 whole page.  
dition, if double of the above quoted prices is charged.  
ay be if check is sent with order and copy.  
this issue at once with order and copy

- - - - - 10 Spruce Street, New York.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers if wanted in lots of 500 or more.

## ADVERTISING RATES:

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$5); 300 lines to the page (\$140). For specified position selected by the advertiser, if granted, double price is demanded. All advertisements must be handed in one week in advance.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, OCT. 12, 1904.

## THE SPECIALIZED PRESS.

This issue of PRINTERS' INK goes to every publisher of a trade or technical journal in the United States and Canada, as well as to many advertisers who regularly use space in such publications. It is said that the modern advertising problem *per se* is one of distribution. The retailer employs advertising to bring people to his store and distribute merchandise at the least charge for the middleman's service, while the manufacturer and jobber employ it to distribute to the retailer, incidentally helping him to create prestige for certain brands by general advertising to the consumer. Formerly advertising was a bait and a lure to attract trade, without much reference to a broad plan of distribution. But to day unless advertising and distribution are made synonymous neither are profitable or permanent.

\* \* \*

The trade, technical and professional press—the Specialized Press, as it has been called by a deep student of this field of journalism—is a link in the chain of distributive machinery that cannot be dispensed with in any concerted advertising system. Where the manu-

facturer can afford but one form of advertising for his product, the trade paper is least costly and most productive over a wide area, for through it he cultivates the retailer and avails himself of the retail distributive machinery. Where a manufacturer finds himself in position to use general mediums, advertising his product to the consumer, the trade journal bridges the gap between the factory and the store, making general advertising far more productive than when an attempt is made to blindly force goods upon the retailer. Trade journals also serve the purpose of traveling salesmen to the manufacturer whose proposition will not permit an organized selling corps, and by their wise use such a manufacturer can avail himself of the traveling salesmen of every wholesaler who distributes goods in his field. With a good deal of insight, the publisher of one large New York trade journal points out that the specialized press is really a concentrated form of advertising to the consumer, for nowadays the retailer is omnipotent in distribution, determining what the manufacturer shall make and the importer bring from foreign countries.

\* \* \*

PRINTERS' INK has always given a share of attention to the trade press, and to trade journal advertising. From time to time, well-known technical journals are taken up and analyzed with reference to their advertising value, and there are constantly being printed in these pages articles dealing with trade journal publicity. Methods in this half-developed field are discussed, and the problems of copy, illustrations, supplementary literature and follow-up systems treated from the standpoint of somebody who is actually doing the thing—not theorizing about it. As a consequence, PRINTERS' INK can be made a valuable weapon in the arsenal of the trade journal publisher who is trying to educate his advertisers. The attitude of such a publisher toward advertisers is the most direct index to his sincerity, to his hold upon readers, and to

the worth of his publication for the manufacturer. Every trade journal that is of value to the advertiser does some promotion work, and earnestly seeks to make advertising productive. The "scheme" trade paper, on the contrary, is not distinguished for missionary work, but is content with such advertising as it can get by sufferance. The best form of promotion is the preparation of copy for actual advertisers, but this is often expensive, and does not reach the prospective advertiser at all. Every publisher of a live trade journal should have a list of "prospects" to work upon. No system of correspondence, personal solicitation or mail literature will work on such a list so inexpensively, persistently and effectively as **PRINTERS' INK**, coming week after week, bringing pertinent information based on good business sense, and hammering at the leading idea ceaselessly. For this reason the special subscription rates now offered by **PRINTERS' INK** should interest every publisher of a special-interest journal.

Some time ago an English literary critic pointed out that, while the United States stands far behind Europe in poetry, history, drama, science and the novel, we are well to the front in producing books dealing with economics, mechanics and technical subjects. These works reflect our mechanical genius and industrial activity. No nation excels us in them.

The portion of American technical literature embodied in bound books is only a mere fraction of the whole output, however. By far the greatest mass of technical information is published in our trade and technical journals. In fact, only a small fraction of this information can be printed in permanent books. Trade information is live news, and must be published quickly. It is also as perishable as news. What is published this week will be stale next month. Because we have facilities for distributing information very quickly our manufactures thrive, and we are probably making faster indus-

trial progress than any of the older nations.

\* \* \*

The 1904 issue of the American Newspaper Directory lists 1,455 publications covering a technical field of some sort, and 351 journals devoted to law, medicine and kindred subjects, which are of much the same character in their circulation. There are of papers devoted to Commerce and Finance 174, Insurance 84, Advertising 26, Architecture and Building 52, Embroidery, Art and Decorating 25, Auctions 1, Baking and Confectionery 15, Barbers 6, Books, Newspapers and Publishing 25, Brewing and the Wine Trade 38, Brick, Stone and Cement 11, Broom-making 4, Building Loan 6, Butchering, Canning and Sea Food 14, Carpentry, Coopering and Woodenware 7, Carriages and Automobiles 24, Clothing and Furnishing 22, Coal, Gas, Water and Petroleum 17, Cordage 1, Cotton and Wool Trade 14, Pottery and Glass 7, Catering and Culinary 7, Police, Fire Service and Municipal 15, Distributing 2, Drugs, Paints and Soap 50, Dry Goods and Textiles 33, Electricity 26, Engineering 38, Exporting 8, Fairs and Conventions 5, Fashions, Millinery and Dressmaking 30, Fertilizer 1, Fruit Trade 7, Furniture, Carpets, Wall Paper 21, Grain and Hops 12, Grocery 36, Hats and Furs 8, Blacksmithing 4, Hotels 24, Refrigeration 3, Inventions and Patents 6, Iron, Hardware and Machinery 70, Jewelry Watchmaking and Optical Goods 13, Laundry 4, Leather, Shoes, Harness and Trunks 22, Lumber 23, Shipping 14, Matches 1, Mercantile and Manufacturing 77, Milk and Egg Trade 3, Milling 12, Mining 73, Naval Stores 2, Paper, Printing, Bookbinding, Engraving, Electrotyping and Lithography 32, Stenography and Typewriting 12, Photography 23, Plumbing and Heating 5, Railroads 37, Real Estate and Immigration 35, Rubber 3, Sewing Machines 2, Shipbuilding 3, Street Railways 6, Sugar and Rice 11, Telegraph and Telephone 8, Threshing Machinery 3, Tobacco 16, Transportation and Traveling

19, Undertaking and Cemeteries 8,  
Window Dressing 2.

\* \* \*

The professional press includes 205 journals devoted to Medicine and Surgery, 70 to Law, 38 to Sanitation and Hygiene, 21 to Dentistry, 10 to Osteopathy, 4 to Nursing and 3 to Veterinary Medicine and Surgery.

Of the trade and technical journals there are exactly 500 that are not known to have as much as 1,000 copies circulation per issue, while of the professional journals 141 are credited with less than 1,000. It is said, however, that some very useful papers in these fields, bringing results to advertisers and profit to their publishers, do not reach an average issue of 1,000 copies, which in the magazine and newspaper field is regarded as the advertiser's unit of value.

THE Shaw-Torrey Company, Ltd. of Grand Rapids have opened an office in Cleveland, located at 1123 in the Williamson Building.

Wholesalers and manufacturers who make it a practice to assist their retailers with proper advertising matter, can spend a part of their appropriation for that purpose to no greater advantage than have them read PRINTERS' INK, the weekly journal that teaches advertising and selling methods. Large firms who wish to subscribe to the Little Schoolmaster for the benefit of the small merchants who handle their goods, are invited to obtain the special club rates now in force until December 31, 1904.

THE ladies of a church in Bradford, Pa., are preparing to give a Presidential party just before election. On the final night a ball is to be held, preceded by a local and national display of advertisements, thrown on a large curtain by stereopticon. A letter from the pastor to general advertisers announces that their ads from the magazines will be exhibited for \$2.50 each. The church is named, appropriately, the Church of Eternal Hope.

THE average daily circulation of the "Clover Leaf" papers for August was 194,192, according to a recent statement from Mr. Butler's office. The Minneapolis *Daily News* had 13,866, St. Paul *Daily News* 36,460, Omaha *Daily News* 41,945, Des Moines *Daily News* 41,748 and Kansas City *World* 60,173. Four of the "Clover Leaf" papers are in the Roll of Honor. The Minneapolis *Daily News* has just completed its first year.

THE announcement in the October number of *Everybody's Magazine*, that the edition of that number was 550,000 copies, tells a story unparalleled in magazine history. The first issue of *Everybody's Magazine* under the new management, June, 1903, was 150,000 copies; one year thereafter the edition was 275,000. And the magazine world congratulated the publishers on their unprecedented success. But this was only a beginning. The quality of the magazine was as yet unknown to thousands. The July number appeared and a great stroke of generalship was apparent. A great financier had been induced to write a series of articles on a topic of absorbing interest. Through "Frenzied Finance" the ear of the American public was secured, and 550,000 copies of the October number was the result. An increase in circulation of 100,000 copies in a year is a handsome showing, but an increase of 300,000 in twelve months is an achievement that has not been equaled. And the publishers affirm that every sign points to a continued increase until the million mark is reached and passed.

*Die Deutsche Hausfrau* is a new magazine that might be called the "German-American Ladies' Home Journal." Issued by the Herold Company, Milwaukee, it will appear monthly, with twenty pages of matter interesting to housewives who read German, and a handsome colored cover.

THE statement of the Travelers' Insurance Company, made on a poster, that 25,000 persons are killed or injured daily in the United States, was recently questioned in PRINTERS' INK. Florian C. Fry, agent of that company at Indianapolis, submits in proof of the accuracy of this statement some figures from the last census, showing that 10,000,000 accidents happen every year in this country, resulting fatally in 58,000 cases, depriving 100,000 people of hands, arms, feet or legs, and disabling 65,000 others for life. Accidents happen every year to 12,000 people in every 100,000. The Travelers' records show that one policy in every eight shows a loss.

The handsome Frank Presbrey says that no advertising man can be up to date unless he reads PRINTERS' INK every week. The Little Schoolmaster is just as useful and practical for plain men. Until December 31, 1904, the annual subscription price is reduced to TWO DOLLARS and at that price one may subscribe for any number of years desired, or likewise extend present subscriptions from the time of their expiration, provided order and check are sent in within the time specified.

The advertiser who, a dozen years ago, ran a business card in the trade journals representing his field, simply to keep his name before the public and to support the recognized organs of his trade, has learned to regard advertising as a real business force, and now expects it to pay directly or indirectly. At the same time, if left to his own devices, he is prone to advertise in a half-hearted slipshod manner, running the same copy week after week and month after month and still except returns in proportion to the expenditure.

Therefore the far-sighted publisher is now doing everything to help his advertisers to get results and he takes upon himself, in rare instances, the entire expense and the responsibility for the copy of his patrons. He not only prepares copy for them, but insists that the advertisements shall be changed frequently, and presenting some new phase of the business or product advertised, in each.

The ad writing service of the Hill Publishing Co., was inaugurated on a small scale some five or six years ago—it really began before that, when Mr. Hill, then President of the American Machinist Press, became dissatisfied with the style of advertising which one of his advertisers was using and took upon himself the preparation of that advertiser's copy. He made it so much better than it had ever been before that it attracted the attention of other advertisers, and he soon found that he must either make a regular business of preparing copy for his advertisers or drop the matter entirely. After determining to continue the service and to make it all that it should be, he assigned the work to a high-salaried man familiar with the various machines advertised in the *American Machinist*, and announced that any yearly advertiser who desired the service would be welcome to it without charge.

In a short time, so many of the advertisers asked for this service, that it became necessary to add another man to the

staff, and now, after a period of six years, this publisher, who meantime has purchased *Power*, the monthly steam engineering paper, employs four trained writers and an artist. It is impossible to say just how much of the increased business in these two papers is due to the ad writing service.

The principal reason for the success of this department, lies in the fact that its members are well informed as to the things they write about, and, never being called upon to write on other subjects, are able to give their entire time and attention to the lines represented by the papers on which they are employed. They do not write a line about anything until they have studied the proposition thoroughly and discovered which are the strong points to be featured. In addition to their own wide knowledge, they have the assistance of one of the largest technical libraries in the country, and the privilege of consulting the editorial staffs of their papers when they, themselves, lack the necessary information.

Such an organization as this has something to offer to an advertiser which is not to be had from any advertising agency, at any price.

This department has been of very material assistance to its advertising solicitors by furnishing them with copy for possible advertisers, thus enabling them to present, sometimes upon their first call, a carefully conceived plan for a systematic campaign of advertising together with the necessary copy to carry it out in the papers, through the production of good copy. Most of us know the feeling of a new advertiser when approached by the solicitor; he may wish to advertise, but advertising is, to him, an unknown quantity, and he is likely to be quite as much concerned about the presentation of his product in advertisements as about the expense. In his mind's eye he sees only column after column of blank space which he must use to the best advantage in order to make it pay, and he knows beforehand that if he prepares the copy himself there will be a few efforts of decidedly doubtful value, after which he will find

it much easier to say "repeat last ad" and go on in that way to the end of a profitless chapter.

The solicitor who goes to him with good copy in hand and a proposition to assume all his worries except the payment of the bills, without any additional charge over the price of his space, certainly has the advantage of solicitors not so equipped.

As some of the results of this service, the papers referred to are making their advertising pages more attractive, and, best of all, are producing results.

In fact, it has not been uncommon for advertisers to withdraw their patronage entirely from papers which do not offer such assistance and make no attempt to produce results beyond the printing of whatever copy the advertiser himself may be pleased to furnish in order to take larger spaces in these papers. Largely through this service, the *American Machinist* and *Power* have been enabled to cut off commissions to advertising agents without any appreciable loss of business, employing as solicitors, men of exceptional intelligence in their particular lines, who, because of their knowledge of advertising, can be of real service to their patrons as well as to the papers which they represent.

Supposing you have a number of bright clerks, the kind that is clearly above the average, present each a year's subscription to **PRINTERS' INK** and watch the investment grow for your own benefit. It will cost you Two Dollars for each, if you order less than ten subscriptions; if you have a string of ten or more, a special club rate will be offered. Write now.



## WHAT IS CIRCULATION?

*What facts ought to be ascertained before being competent to convey to an advertiser such an answer as he is entitled to receive to the question, "What is the circulation of the paper under consideration?"*

PRINTERS' INK invites communications on the subject expressed in the sentence printed above, and will award a sterling silver sugar-bowl to the writer whose answer appears to be most generally acceptable to newspaper men. A tea-pot, cream-pitcher and salver, all of sterling silver, will be added to the sugar bowl award if the winner can induce the American Newspaper Publishers' Association, in convention assembled, to approve and accept the conclusion expressed.

In last week's issue space was given to a form of preamble and resolution intended to convey an answer to the inquiry printed above. It assumed that circulation is but one of several qualities or characteristics that give advertising value to a newspaper; but that it is the only quality capable of being ascertained with certainty and so stated that he that hears the announcement will absorb precisely the information that he that gives it purports to convey.

Many other views have been expressed, some of which are reproduced for the delectation of readers.

Mr. George O. Gover, writing from the office of *The Farmers' and Planters' Guide*, of Baltimore, Sept. 29th, says:

The actual number of papers placed in the hands of readers constitutes the circulation of a paper.

Mr. Gover does not indicate how he would ascertain whether the person who had the paper placed in his hands did or did not become a reader, or if two papers bought by one reader would count as two or only as one, or if seven persons in one family took at different times the same paper in hand and read it, whether that would count one or seven on the paper's circulation. If a man who had read a paper should buy an extra copy for the purpose, not of reading it, but of filing it away because it contained some statistics he wished to preserve, would that copy count as circulation? or, ought it to be excluded from the count?

Mr. A. N. Liecty, secretary and manager of the Schenectady, N. Y., *Gazette*, writes, Sept. 24:

Answering your query contained in PRINTERS' INK of a recent date, as to what a man is entitled to know of a newspaper's circulation, before advertising in it, I should say that he should know how many, who, and why, buy it, read it, and believe in it. If he gets this infor-

mation, there is hardly any doubt that he would be able to decide pretty clearly.

It might be supposed by the above that if all Schenectady, except the *Gazette* office, were destroyed by an earthquake, and the *Gazette* should issue, next morning, an exclusive account of the catastrophe and sell a quarter of a million copies, Mr. Liecty would print a Directory of the 250,000 names of buyers, for that one day, and an advertiser ought to be thereby convinced that the circulation of the *Gazette* is 250,000 copies. Probably this is not what Mr. Liecty means; but it is what he says.

Mr. B. S. Barrett, well known to many old newspaper men and old advertisers as well, writes to say:

The greater number of country weeklies, and even dailies, have a limited circulation. Their field is necessarily circumscribed, and they cannot reach beyond it. They are handicapped by these conditions. It is fair to estimate that more than half of the country papers have a circulation of less than a thousand. Many do not even have five hundred, but they are under just as heavy expense, barring the trifling additional cost of the paper, as though their circulation were twice or thrice as much as it is, and if they do not get as much for their advertising as the paper of larger circulation they will be doing business at a loss. Hence the necessity of either keeping their circulation secret or boldly stating that it is greater than it actually is.

Suppose for instance, that you fix on ten cents per inch, per thousand of circulation as a base. That would be approximately \$5 an inch for the year, or about \$100 a column. For, say, twenty columns this would give a revenue of \$2,000 a year for the paper of 1,000 circulation. But the same rate for the paper of only 300 circulation would bring in only \$600. What paper could exist on that sum, even if supplemented by the moiety for subscriptions, many of which are paid in turnips and potatoes?

It is evident that here are divergent interests. The advertiser wants to know the actual circulation, and the publisher wants to conceal it, and in both cases the consideration is a pecuniary one.

Don't try to learn their circulation. Let it be an unknown quantity. Their rates are not based on their circulation, but on their necessities. The poor editor has my profound sympathies. I used to be one myself, and I know whereof I speak.

It is among the possibilities that even those publishers who show their books and lists may resort to a little adroit manipulation.

As a rule, the plain statement of the great majority as to their circulation may be accepted with as implicit confidence as if it were sworn to. In other words, their word is just as good as their bond.

The conclusion to be reached, from what Mr. Barrett has said, is this: Don't try to learn the circulation; if you do you'll get fooled.

Mr. Wm. C. W. Durand of *Pearson's Magazine* says the advertiser should ascertain:

The number of complete and perfect copies printed and the distribution of same.

By this it would appear that if the proprietors of *Pearson's Magazine* should decide to print two million copies, of their November issue, for instance, and after printing them should, for some reason, decide to sell the entire edition to the junk dealer, the advertiser, ascertaining these facts should be satisfied that the circulation of the *Magazine* is two million copies, and the Newspaper Directory issued for the purpose of instructing advertisers would properly credit the magazine with two million circulation.

Mr. C. S. Sturgis of Mattoon, Ill., says the advertiser ought to ascertain the

total number of paid-in-advance subscribers—class of homes entered, amount of want-ads carried and its increase in circulation since its latest rating in a good reliable Newspaper Directory.

It is to be wondered whether Mr. Sturgis would not get into deep water in attempting to convey the specified information concerning the circulation of, let us say, a mail-order journal that admits fully half its issue to be made up of sample copies, and claims, and proves by its patrons that the sample copy portion of its edition is the more valuable part of it. Some such papers get \$2 or \$3 a line for advertising, and their patrons find their advertising columns profitable.

Mr. Lowry Martin, assistant manager of the Sun-Light Publishing Co., of Corsicana, Tex., sends a statement covering what he considers the necessary facts about the circulation of the *Daily Sun*. It is reproduced below:

Sworn Statement—The State of Texas, County of Navarro. I, S. W. Boggy, a notary public in Corsicana, Texas, do solemnly swear that I appeared in person, at the office of the Sun-Light Publishing Company, where the *Daily Sun* is published, and examined the books and mailing list of the circulation of said paper, and to the best of my knowledge do solemnly swear that the books and mailing list of said paper prove a guaranteed circulation of each issue of 1,013 bona fide subscribers. In testimony whereof I herewith set my hand and seal, this 7th day of September, 1904, S. W. Boggy, Notary Public in and for Navarro County, Texas.

It will be noted that the above is a "sworn statement," that the paper's circulation consists "of 1,013 bona fide subscribers," and that is the "guaranteed circulation of each issue." The state-

ment fails to specify whether by each issue the notary public satisfied himself for the period of two days, two weeks, two months, or for all time past and all time to come as well. This statement must have been thought by Mr. Martin to be good enough for anybody; but is it in fact convincing? What would happen to that notary public if it should be proved that of the edition of 1,013 copies only 1,011 went to subscribers, and two were smirched by friends of the editor who never subscribe for the paper?

Mr. O. H. Kegelman, an advertising agent, writes a second time to say:

The quantity of circulation is the number of people that the paper will reach. Whether the actual subscriber or the second or ninth person that reads the same copy; not the number of copies printed or even the number of copies sold. To know the circulation of a given paper is not merely to know how many copies it may print, and probably sell to a wall paper factory, but to know the quantity and quality, i. e., the power the paper has to sell a given article.

Doubtless Mr. Kegelman states it about right, if it were possible to learn so much; but is it? And if possible to know it is it possible to state the knowledge in such a way as to carry conviction that the person stating it knows what he is talking about and can prove the accuracy of his conclusions. How for instance would Mr. Kegelman set down the comparative circulations of the *Tribune* and the *Herald* in a table purporting to give the circulations of the New York dailies?

Mr. L. Oppenheimer writing from a San Francisco advertising agency says:

In stating the circulation of a paper, a knowledge of the following facts about the paper under consideration would seem to be essential.

I. Paid Circulation: 1. Delivered by Carriers. 2. Mailed to subscribers. 3. Sold over counter; in branch offices; in newsstands; through news companies out of the city. 4. Sold on the street.

II. Unpaid Circulation: 1. City exchanges, city advertisers' copies (deduct all foreign advertisers' copies mailed, and outside exchanges). 2. Given to libraries, reading rooms, institutions, etc., or any other place within city or suburbs and there read or kept on file.

A total of all perfect copies distributed under the above classification will give the proper answer to an advertisers' question, "What is the circulation of the paper?" These facts ought to be easily determined from a newspaper's books and records.

In explanation it may be said: Bona-fide paid circulation is certainly circulation from every point of view. Any one who cares sufficiently for a paper to buy is a desirable personage for the advertiser.

er to reach. Even though a part of such paid circulation is out of the city of publication, such circulation properly should count as every foreign subscribers have interests of some sort in the city where the paper under consideration is published and probably visits it at various intervals of time.

On the other hand there is certain free circulation that is just as desirable for the advertiser as paid circulation; i. e. free circulation in the city and suburbs, for such free circulation reaches people just as good for the advertiser as paid circulation. A man or woman betrays as much interest in the fresh morning or evening paper if it is free or paid. At best such circulation is small, being confined to city advertisers, libraries, etc.

On the other hand, free "foreign" circulation is properly deducted because it is of no value to the advertiser; such papers being mailed for two purposes. 1. To foreign advertisers or advertising agencies to check "foreign" advertising, or, (2) in exchange for copies of a paper in other cities for editorial clipping. In the former case there is no interest in the advertisement, it being simply a matter of checking probably a great number of papers; in the latter case there is no editorial interest in the advertising.

If an advertiser desires to know more details than simply "circulation" it is proper to give him following distribution of circulation:

the value to the advertiser being in the order of classification. In the classifications below there is no distinction between paid and free circulation so long as the circulation conforms to regulations above.

I. City Circulation: All circulation in city limits.

II. Suburban Circulation or Circulation in Tributary Territory: This to be circulation strictly in places recognized as suburbs or city where paper is published must be the natural and only Trading Center for "Tributary" territory.

III. Foreign Circulation: All circulation not in first two classes, but properly "circulation."

Supposing Mr. Oppenheimer to be possessed of all the facts he specifies in the case of everyone of the about 4,000 American Newspapers that are said to print less than 100 copies each issue, and supposing further that, being an advertising agent, he wished to convey to an advertiser the information he possesses; PRINTERS' INK would be glad to be told just how he would go about doing it without devoting a typewritten letter-sheet page to each paper. Would not the sentence, "Its average output for the past year has been less than 100 copies each issue," be more satisfactory than all the detail proposed?

A PACKET of envelope fillers from the *Weekly Live Stock Report*, Chicago, shows that this paper keeps its advantages as an advertising medium constantly before those with whom it comes into correspondence.

## Is the Subscription Price of Printers' Ink Too High?

The Little Schoolmaster has often been assured that FIVE DOLLARS a year is too high a price for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in larger numbers were the price reduced. Some even argue that a reduction should take place as a matter of duty, to secure the paper a wider and more popular circulation.

I wish every subscriber of PRINTERS' INK would write me a letter on this question—short, but weighty with sense and reasons.

I will consider it a favor from you.

Will you do it?

**CHAS. J. ZINGG, Managing Editor,**

10 Spruce St., New York City.

## THE RAND DRILL COMPANY, NEW YORK.

What to advertise is often a more important consideration with a manufacturer of tools and machinery than how to advertise. The large number of articles made by many companies, and the far larger number of people who use them, renders a complete campaign, covering everything and everybody, quite out of the question. Advertising thus comes down to selection of specific articles, and a wise exploitation of them to the clientele that will give the best returns.

Such a proposition confronts the Rand Drill Company, of New York. This word "Rand" is said to be synonymous with rock drills and mining machinery, for the company has been making such apparatus the past thirty-five years. Rand drills are used in South Africa and China, in Alaska, Siberia and Australia. Their "chug-chug-chugging" voices are raised on Broadway, in the heart of the business district, and in every place, civilized or uncivilized, where there is boring and blasting to be done. This company also makes riveting machinery, pumps, hoisting apparatus, wood borers, chippers and compressed air tools. Every factory uses some Rand implements, if not in manufacturing, then for repair purposes. Contractors, shipbuilders, brewers, car builders, leather manufacturers, structural iron firms and factories all over the world are comprised in its clientele. The advertising problem is to reach as many of these as may be with the least waste of energy. It is impossible to reach all. The cost would be too great.

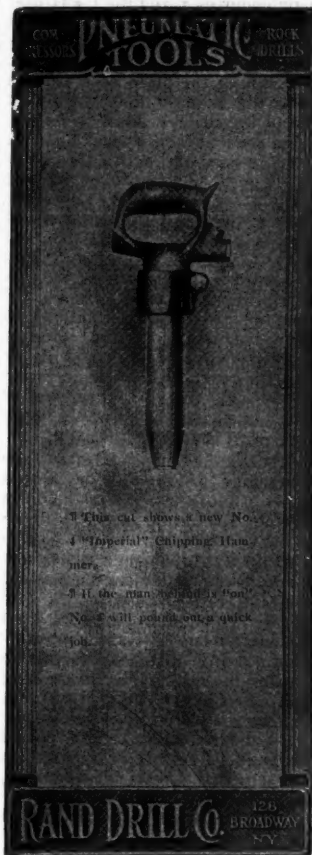
"Until this year the company did most of its advertising through an agency," said P. F. Kobbé, Jr., the advertising manager, at the company's offices, 128 Broadway. "Consequently, the bulk of the expenditure went into trade journals, as few advertising agencies can send out effective literature for a line like ours. It is more than should be expected of them, considering the number of trades we can in-

terest, and the technical nature of the machinery. Advertising by means of literature must be devised by someone who knows the people. While we now advertise regularly in about thirty-five trade papers, this advertising is supplemented with folders and mailing cards. The best results for our goods are secured by trade papers, literature and traveling salesmen, working in combination. Our list of papers includes such important mediums as the *American Machinist*, *Iron Age*, *Engineering News*, *Engineering Record*, *Engineering and Mining Journal*, *Railway Age*, *Railroad Gazette*, *Iron Trade Review* and others. Advertising is confined to this country, as our foreign agents cover their own fields. All our trade journal ads are keyed, but this does not show results, as we seek chiefly general publicity for specific tools. A distinct style of copy is used. The mass of trade paper advertising is in black display, so we try to print something light for the sake of contrast, with plenty of white space, yet solid and prosperous looking. This effect has been secured by specially designed borders, and top and bottom pieces, photographed from bas-reliefs. In all the thirty-five trade papers on our list there are hardly any of the same size page. Some of these days trade journal publishers will realize that a standard page helps the advertiser and brings more advertising. These borders and top pieces are made in a dozen different widths, and can be adjusted to single column, double column, full page or any width of ad, or any depth. The design serves as a sort of earmark for our advertising in all papers, and gives the publicity homogeneity. Text matter, set in eight point old style with very little display, is brief and endeavors to say something new. There is an important news element with so varied a line of tools and machinery, in use all over the world. Matter is confined to statements of fact. We make few claims, for the company is so well and favorably known that it is not necessary. For a smaller, newer company,

making a less extensive line of tools, I should advocate strong claims, for they are educational. We think our own public has been educated, and only needs reminding. In addition to the regular list of trade papers we use others for short periods to reach certain trades with new articles. A new pump just marketed, for example, is being advertised in a side campaign of three months in the brewery papers. This pump is valuable to any concern that needs lots of water. Breweries use water in great quantities, and usually have antiquated pumps, so they have been selected as the class that will produce the best results on the small proportion of advertising we can devote to this device. Other supplementary campaigns are being carried on constantly in papers reaching cold storage people, etc. Our trade journal advertising is always directed to some definite clientele.

"Literature is employed to remind a certain class that reads trade papers, or to arouse interest in some new tool, or to reach the small manufacturers who do not read a trade journal. There are some thousands of small foundrymen throughout the country, for instance, who do not find it worth while to take a trade journal. They are not particularly interested in the new methods treated therein, as their business is chiefly one of repairing and tinkering. Literature brings the best results from these men. I have just compiled a mailing list of 10,000 names, taken from our old sales books and salesmen's reports. Several hundred good names were secured from coupons printed in our regular trade journal ads, the writers asking to be put on our permanent mailing list. Other lists we purchase on speculation and try out, eliminating the dead ones. Postage costs heavily in mailing circulars, and the point is to cut off undesirable names. Careful censorship of a mailing list will result in saving enough to pay for considerable trade paper space. Mail literature takes the form of news where we can work it up in this shape. Some

months ago a test of rock drills was held before the Mechanical Engineers' Association at Johannesburg, South Africa. Our drills came out way ahead, though we knew nothing of the test until a copy of the Johannesburg *Star*, with a full report, was sent by our



South African agents. This report, covering a whole page in the paper, was reproduced as a circular, important paragraphs being marked, and mailed to 20,000 mining men in this country. A very cheap form of circular was used, on print paper, and only a staple held it together—no envelope. I

believe it wise to let people know just what they are getting in the way of mail literature. Tell on the outside what the thing is and send it under one cent postage. If you can't interest a man for one cent you can't interest him for two, or five, or even ten. Two weeks later a reminder of this report was sent to the same people. Mining men are interested in racing, many owning big stables, and this second folder took the form of a column of racing news, with the different competing drills entered as horses. With the report from South Africa came some dry technical tables which we believed would interest nobody, not even mining men. Sent out in the first place, they would unquestionably have gone into the waste basket. But these two folders produced a large number of inquiries for the complete report, and now we are printing those tables for distribution. The interest worked up in this way could hardly have been created through trade paper advertising, as the matter was extensive, and would have consumed too much space.

"Another example of mail literature that produced good results was a simple mailing card cut in the form of our Imperial pneumatic hammer. Several other manufacturers of pneumatic hammers have been conducting expensive lawsuits over infringements, and whenever a decision has been reached in one of these suits they have mailed full legal reports to the trade. Legal reports are long and prosy, as a rule. Our own hammers were not involved in any way. Immediately after a period of decisions and legal reports we sent out our die-cut mailing card, with the simple statement that our pneumatic hammer attended to its business of knocking rivets, instead of taking a few months off to knock its esteemed contemporaries. Our salesmen find that this folder has been hung up in many of the shops they visit.

"I am interested in any method of reducing the cost of mail literature without impairing its effectiveness. Large manufacturing houses in the machinery trade are

too lavish in their printing. Catalogues cost enormous sums, but the expenditure is for gold leaf on the cover and fine leather bindings. These make an excellent impression when the book is first seen, but a catalogue is like a dictionary—nothing more than a book of reference. No amount of gold leaf or morocco will persuade the man who doesn't want it to keep it, while the cheapest form of catalogue will be preserved when the recipient is buying tools and supplies every week. By cutting down cost on paper, binding and other items that add nothing to the usefulness of the book, a great saving can be made. This principle applies to literature. Here are two folders as an illustration. One was sent out by this company a year ago, and the second will go out in a few days. So far as paper and cuts are concerned there is a decided advantage in the second one, yet it cost only one-third as much as the first. The saving was effected on paper. Instead of paying for fancy stock to make a surface impression I went deeper into the principle of the thing and spent time evolving a convenient arrangement of the articles shown. In last year's circular for the same purpose the cuts and information were put together haphazard. In this year's we have a connected story. Good advertising literature for machinery advertising is produced by attention to such details as these—not by prodigal expenditure. You have an audience that is already interested, and need only tell the story briefly, pointedly and in a dignified way. Many of the factors of attraction necessary in general advertising can be ignored."

ANGRY VOICE (from top of stairway—"Verena, what did you let him in for? You know we don't allow canvassers here!") Strange voice (in the hallway below)—"I am getting names for the blue-book, ma'am." Changed voice—"Verena, show the gentleman into the parlor. I'll be down in a moment."—*Chicago Tribune*.

#### THE WAY IT IS NOW.

"I think I'll go and hear Bishop Potter to day."  
"Saloon, or church?"—*Atlanta Constitution*.



TERSE TALK.

It isn't the big black type, the heavy border, the lavish display. It's the argument in the printed statement and the goods behind the argument that build business.

Inspirations are good things. But collar 'em quick and get 'em down in writing. They don't usually come around the second time and wait for a hand-shake.

Don't get cold feet because you can't trace results from the first insertion. Repetition means effect, and effect spells pulling power.

"Glittering generalities" don't always glitter. The buying public want to know the whys and wherefores, the ins and outs, and the what's-the-use-ness of your proposition. Facts, facts; not heated atmosphere!

Consistency and persistency are a winning combination.

The ad of yours that is funny enough to make a man laugh is generally weak enough to make him laugh at you.

Don't make excuses for your claims. If your wares are good, say so and stick to it. To inspire confidence, you must be confident.

Get down to your subject—fill up on it—bubble over with information about the goods you're going to exploit—know everything about them there is to know; result: copy that will convince.

"Well, now; that's downright clever!" you say, and pat yourself on the back in appreciation of your own wit. "Huh! That fellow's trying to be funny and can't!" is the mental comment of the people who read the ad. Better stick to plain talk, and leave "cleverness" to the circus man.

JEROME P. FLEISHMAN.

Advertisements.

Advertisements two lines or more without display 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

WANTS.

WANTED—Solicitor, all large towns, for a representative trade paper. Liberal com. AMERICAN HORSE OWNER, Chicago.

WANTED—Canadian robust or guessing letters, 1903-04. T. SILVERTHORN, Simcoe, Ont.

WANTED—A circulation manager for a daily with a circulation of 16,000. In writing, give age and experience. Address "M. W.," care of Printers' Ink.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 308 Main St., Springfield, Mass.

NON-PRINTER ADVERTISING MAN—Ever feel the lack of technical printing knowledge? "Concerning Type" will put you wise. 50c postpaid. A. S. CARNELL, 167 W. 103d St., N. Y.

CONDITIONAL—If you make medicines or other goods sold by druggists and need help in advertising, let me help. Ten years' experience. BENTON, Room 62-51 Maiden Lane, New York.

MORE than \$47,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

NEWSPAPER adv. mgr. (30), practical ad writer, capable solicitor, executive, sure business getter, desires to manage advertising for live publication. Highest newspaper and business refs. "HIGH-GRADE," care P. I.

WORK WANTED—Ad writing for medicinal chemicals, drug specialties, proprietary medicines; forceful (unintelligent) copy for medical and drug journals, brochures, etc.; ten years' exp. BENTON, Room 62-51 Maiden Lane, N. Y.

A GENTLEMAN controlling a large printing plant, modern equipment, handling a good grade of Commercial Work (half tones especially), would like to communicate with party who has the placing of large contracts. "C. B. A.," Printers' Ink.

PUBLISHER—Practical man (under 40), with over 30 years' experience in publishing line, thoroughly familiar with all details of printing and publishing business, is open for proposition from first-class publication. "FIRST CLASS," care Printers' Ink.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 316 Grand Ave., Kansas City, Mo.

IDEA factory for rent. Two young men—practical, experienced, knowing the business from devil to manager—want place on live newspaper seeking big immediate increase in display advertising. With the right paper we can sign every desirable prospect. "L. P.," care P. I.

EXTRAORDINARY OPPORTUNITY—Rapidly growing village, 8 miles from Rochester; 1,400 population now; only paper; six years old now, and village six years old. Investment of only \$500, and only half down; \$2,000,000 in factory building; five here now. Address "DRUG-GIST," Despatch, N. Y. Opportunity never equaled.

I AM looking for a bright, energetic adv. man to solicit as well as design ads, covering an old-established trade journal; also a good man for both ads and sube., as well as correspondent for Philadelphia, Boston, Pittsburg and St. Louis. Write, with details, to "BUSINESS,"

Care Printers' Ink.

DOUBLE YOUR INCOME—Establish a profitable Mail-Order Business, at a trifling cost, by our system. Can be conducted evenings or spare hours. Great opportunity for Advertising Men. We furnish complete outfit, catalogues, stationery, advertising, etc., supplying merchandise as orders come in. Exceptional line mail-order goods. Stamp for catalogue, prospectus, etc. CHICAGO SPECIALTY CO. (est. 1886), Chicago, Ill.

MORE BUSINESS

FOR THE PRINTER.

If you are not getting all the orders your territory should produce, write us. We can furnish the means to bring the results you want if you will follow our advice.

Particulars free.

E. ST. ELMO LEWIS, Inc.,  
518 Walnut Street,  
Philadelphia.

If you are competent to fill a high-grade business or technical position, there are many opportunities on our lists which you would like to consider. We have a unique system of supplying right men for right places and right places for right men, and hundreds of employers rely on us to fill all their responsible positions. Our booklets, which are free for the asking, tell all about our methods. Officers in 13 cities. HAPGOODS (Inc.), Brain Brokers, Suite 511, 309 Broadway, New York.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert,  
83 Temple Court, New York.

**Y**OUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 30 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

#### ADDRESSES FOR SALE.

**5,000** FRESH NAMES N. Y. farmers, \$1. CLARK & CO., Kenmore, N. Y.

**MANUFACTURERS** and mail-order dealers can obtain clean, high-grade names and addresses. Write for lists and prices. **GEM NOVELTY CO.**, St. Louis, Mo.

#### NEWSPAPER BROKER.

**FOR SALE**—Daily and weekly in Illinois city 17,000, for \$30,000, pays 30 per cent; half interest in daily in Alabama city for \$10,000, clearing \$135 a week. Write me for paying propositions. **R. J. KINGSTON**, Newspaper Broker, Jackson, Mich.

#### PRINTERS.

**PRINTERS.** Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

#### HALF-TONES.

**NEWSPAPER HALF-TONES.** 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

#### PREMIUMS.

**WRITE** for information regarding our premium and advertising clocks. **BAIRD MFG. CO.**, 30 Michigan St., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. **S. F. MYERS CO.**, 46w, 48-50 52 Maiden Lane, N. Y.

#### PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (600). 353 Broadway, New York.

#### INSTRUCTION BY MAIL.

**YOUR DOG CAN READ PEOPLE** at a glance. Can you!

**WE CAN TEACH YOU** to read people like open books—to know their characters, talents, strong and weak points.

**TAKEN ONLY TEN WEEKS** and \$10. Easy study and easy payments. We deliver the goods or refund.

**NO NONSENSE** about our method. No palmistry, astrology or occult fakes. Based on physiology and accepted sciences.

**IN USE TWENTY YEARS.** Pupils all over world. Only two weeks so far. Mention P. L. and sample pages will come.

**SCHOOL OF HUMAN NATURE,**  
Athens, Ga.

#### RUBBER STAMPS.

**RUBBER STAMPS.**—SEND ME your address and firm name, with 25c. postage stamps, and I will send you a two line Rubber Stamp, with pad, and my illustrated catalog of type styles, postpaid. **HOLDER**, 149 1/2 Washington St., Chicago.

#### IMITATION TYPEWRITTEN LETTERS.

**IMITATION** Typewritten Letters of the highest grade. We furnish ribbon, matching ink, free. Samples for stamp. **SMITH PTG. CO.**, 513 Broadway, Toledo, Ohio.

#### THE BIG THREE.

**THE BIG THREE**—Clark's "Thinner-yet" Typewriter Carbon Paper, 40c. for 1 doz. sheets; the "Ribbotype," 60c.; "Clark's Royal Manifold Parchment," \$1 for 1,000 sheets, 8 1/2 x 11. Samples of "Thinner-yet" and Manifold Parchment free. The "Ribbotype" on trial, to be paid for only if satisfactory. **CLARK & ZUGALLA**, 100 Gold St., N. Y.

#### INDEX CARDS.

**INDEX CARDS**, all kinds; send sample and get our prices before ordering. **THE BLAIR PRINTING CO.**, Cincinnati, O.

#### PRINTING.

**PRINTING** at reasonable prices. **MERIT PRESS**, Bethlehem, Pa.

**Long Runs** of small work (12x18 largest) solicited for automatic feed press. Way-down figures, **FINK & SON**, 5th, above Chestnut, Philadelphia.

**LETTER** Headings and Circulars printed by special machinery. If you order 5,000 or more, get our prices; on small orders others can do as well. **KING**, 105 William St., N. Y.

#### DECORATED TIN BOXES.

**THE** appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascaret boxes and five million vaseline boxes and caps. Send for the tin deodorizer called "Do It Now." It is free; so are any samples you may desire to see.

**AMERICAN STOPPER COMPANY,**

11 Verona Street,

Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

#### POSTAL CARDS.

**PRICES** and samples of post cards. Write **STANDARD**, 61 Ann Street, N. Y.

#### LUXURIOUS SMOKING.

**FRENCH'S MIXTURE** is the highest grade Smoking Tobacco manufactured. A superb blend of finest and most carefully selected ripe and perfectly cured North Carolina leaf.

*Fragrant, deliciously mild and never bites the tongue.* There is no Smoking Tobacco manufactured that can compare with it. Can't be bought from dealers—sold direct from factory to smoker. *Large Sample Package* for 10 cents in silver or stamps. Booklet and prices upon request.

**FRENCH TOBACCO CO.,**  
Stateville, N. C.

#### HOUSE-TO-HOUSE DISTRIBUTING.

**I GUARANTEE** any advertiser an honest, intelligent house-to-house distribution of advertising matter throughout all the leading towns and cities in the United States. Fourteen years' experience has enabled me to perfect the best system and to render a better service than can be secured direct or through any other agency. Write for full particulars.

**WILL A. MOLTON,**

National Advertising Distributor,  
443 St. Clair St., Cleveland, O.

#### MAIL-ORDER NOVELTIES.

**WRITE** to-day for free "Book of Specialties," an illustrated catalogue of latest imported and domestic novelties, watches, plated jewelry, cutlery and optical goods—wholesale only. **SINGER BROS.**, 82 Bowery, N. Y.

#### TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (600). 353 Broadway, New York.

#### ADVERTISING NOVELTIES.

**LEATHER** and novelties—best made—cut free. Large orders booklet, catalogues, cheap. **BURNETT PRINTING CO.**, Rochester, N. Y.

**"MYSTIC WALLET"**—the advertising novelty. Sample and price, 30c. "Little Traveler" catalogue, 4c. **THE SOLIDITY NOVELTY ADVERTISING WORKS**, Knox, Ind.

**PULVEROID SIGNS**; lightest, cheapest, most durable and attractive indoor sign. Complete line of Pulveroid Novelties and Buttons. Samples free. **F. F. PULVER CO.**, Rochester, N. Y.

**ADVERTISE** your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

**FINEST** Black Seal Grain Match Case, with Emery Scratcher. A useful Advertising Novelty. Sample 10 cents. EDWIN W. HOWARD, Triangle Building, Rochester, N. Y., Manufacturer of Leather Specialties.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keep your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**ADVERTISING CLOCKS**—Our window and wall clocks have permanent advertising value. Estimates given on single clocks or quantities. Write for circular and information. BAIRD MFG. CO., 20 Michigan St., Chicago.

**PREMIUMS** ON CONVENTION SOUVENIRS, made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c. WICK HATHAWAY'S C'RN, Box 10, Madison, O.

**Color Barometers.** The latest novelty. Can be mailed in 6¢ envelope, penny postage. \$25 per 1,000, including imprint. Send 4c. for sample. FINK & SON, 5th, above Chestnut, Philadelphia.

## Good Printing at Reasonable Prices

Long runs or short runs, elegant half-tone work, finest of type displays. We don't mind the size of your order. Address: PRINTERS' INK PRESS, 45-47 Rose St., New York.

## Novelties Wanted.

I BUY FOR CASH, in large quantities, any ORIGINAL counter-selling novelty, mechanical or medicinal, adapted to foreign drug trade. No advertising necessary. Quick, clean business. Reference: Publisher "Printers' Ink." Show me your samples and quotations.

WM. A. RICHARDSON,  
34 Central Street,  
Boston, Mass.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. F. J. VALENTINE, Mr., 178 Vermont St., Buffalo, N. Y.

## COIN CARDS.

\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Mailer Co., Ft. Madison, Ia.

## CARD INDEX SUPPLIES.

**SAVE** money by buying from the manufacturers. Index card supplies for all makes of cabinets.

STANDARD INDEX CARD CO.  
Rittenhouse Bldg., Phila.

## DESIGNERS AND ILLUSTRATORS.

**DESIGNING**, illustrating, engrossing, illuminating, engraving, lithographing, art printing. THE KINSLEY STUDIO, 245 E'way, N. Y.

## CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

## ADVERTISING MEDIA.

**10 CENTS** per line for advertising in THE JUNIOR, Bethlehem, Pa.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

**ADVERTISERS' GUIDE**, Newmarket, N. J. A postal card request will bring sample copy.

**ANY** person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**THE EVANGEL** has subscribers in nearly every State and fourteen foreign countries; 20c. a page line flat. Connell Bldg., Scranton, Pa.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**THE TROY (O.) RECORD** is the only small town daily in the whole wide world successfully published without a weekly edition, a job department or county or city legal advertising as boosters.

**YOUR AD** in 98 large monthly Magazines and Newspapers with 200,000 circulation. Only 15c. a line. Send cash, or write for list. SOUTHERN ADVERTISING CO., Pollockville, N. C.

**3 INCHES** 1 month in 100 Illinois country weekly newspapers, 45¢. Total circulation, 100,000 weekly. Catalogue on application. We have other lists in the Middle West. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

**CRABTREE'S CHATTANOOGA PRESS**, Chattanooga, Tenn., 35,000 circulation guaranteed, proven; 150,000 readers. Best medium South for mail-order and general advertising. Rate, 20 cents a line for keyed ads. No proof, no pay.

## QUALITY AND QUANTITY IN CIRCULATION.

### THE ZANESVILLE SIGNAL.

The Zanesville SIGNAL guarantees a daily circulation exceeding 5,000 copies. It circulates in Zanesville and throughout Southeastern Ohio. It spends hundreds of dollars each month in gathering the news of Southeastern Ohio, as well as getting the full afternoon report of the Associated Press. Its publisher knows that it is worth the price, and those who get it pay for it. All mail subscriptions are paid in advance and only small credit is given in the city. The SIGNAL is the only small-city daily in the State conducted on this basis. Being paid for, the SIGNAL is properly appreciated; being appreciated, it produces splendid results for advertisers. We only charge advertisers for the quantity; the quality is thrown in.

THE ZANESVILLE SIGNAL,  
James R. Alexander, Publisher,  
Zanesville, Ohio.

## LABELS.

**Cork Top** and other fancy labels at bottom figures. FINK & SON, Printers, 5th St., above Chestnut, Philadelphia.

## ADVERTISEMENTS WANTED.

**Hardware Dealers' Magazine.** Circulation 17,000 (©). 253 Broadway, New York.

## MAIL ORDER.

**FARM NEWS FOR DAILIES.** Original, fresh, reliable farm news with pictures. Brings rural route circulation; helps mail-order advertising. Exclusive service to one paper in each city. Sample sheets. THE ASSOCIATED FARM PRESS (Incorporated), 112 Dearborn Street, Chicago; 15 Wall St., New York.

**MAIL-ORDER ADVERTISERS**—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. NATIONAL ADVERTISING CO., 700 Oakland Bank Building, Chicago.

## FOR SALE.

**BOBBY LETTERS** are cheap and catchy. Circulation builders. Twenty-five cents. Sample free. J. H. RATHBUN, Sedalia, Mo.

**FOR SALE**—250 copies of **PRINTERS' INK** from 1896 up to date; also 70 copies *Brains, AdSense*, etc. All for \$20. Better than instruction in a school. W. B. FOWELL, Ed. News, Bunker Hill, Ill.

**FOR SALE**—A Web press; prints 6, 7 or 8 columns, 4 or 5 pages; speed, 5,000 per hour; price \$1,000. Can be seen running.

**BROOKLYN WEEKLY NEWS**, 4708 Third Avenue, Brooklyn, N. Y.

**FOR SALE TO SETTLE** STATE-CONSTITUTIONALIST (country weekly) newspaper and job offices. Established 1868. Successfully run by founder to day of his death, Dec. 29th last, and by heirs since. Actual cash receipts from Jan. 1, 1904, to July 1, 1906, \$2,154.62, and business steadily growing. Equipment away above average country office. Price \$3,000. G. ALLISON HOLLAND, Eminence, Ky.

## CEDAR CHESTS.

**MOTH-PROOF Cedar Chests**—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet. **PIEDMONT FURNITURE CO.**, Statesville, N. C.

## BOOKS.

**PATENTS THAT PROTECT**—72 p. book mailed free. R. S. & A. B. LACEY, Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

**PHOTOS** from PARIS: LIFE really made in PARIS, for collectors and lovers of art. Sample list of rare books, 8c. stamps. P. K. GANTON, Bureau 14, PARIS, France.

## ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 59 Murray St., New York; 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine, run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used; errors impossible; operation simple. Correspondence solicited.

R. F. JOLINE & CO., 133 Liberty St., New York.

## MAPS.

**MAPS—STATE MAPS—RAILROAD MAPS—MAPS OF ANY STATE**, giving population towns, express offices, money order offices, etc. 25c. each, 5 for \$1. Money back if dissatisfied. K. Y. HORDKE, 149½ Washington St., Chicago.

## ELECTROTYPES.

**WE** make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

## PRICE CARDS.

**SEND** for samples of the handsome price cards we sell at 50 cents the hundred, \$3.50 the thousand, assorted. Daintily printed on buff and primrose Translucent Bristol. Used in displaying goods they help sales wonderfully. **THE BIDDLE PRICK CARD CO.**, 10th and Filbert Streets, Philadelphia.

## SIGNS.

**630** West 52d St. (North River), The \$am Hoke sign shops, New York.  
**P**aint-printed Big steel signs, 10c. sq. ft.  
The \$am Hoke sign shops, New York.

**E**verlasting Paint-printed signs.  
The \$am Hoke sign shops, New York.

**200** Trained Big steel signs, 2x3 ft., \$1.  
The \$am Hoke sign shops, New York.

**5,000** framed steel signs, 3x5 feet, \$1.35.  
The \$am Hoke sign shops, New York.

**1 C.** for 10,000 Little Tin signs, 4x10 inches.  
The \$am Hoke sign shops, New York.

**7 C.** for 1,000 Muslin signs, 24x36.  
The \$am Hoke sign shops, New York.

**5 C.** each, 50 framed steel signs, 5x3 ft.  
The \$am Hoke sign shops, New York.

**55 C.** for 200 framed steel signs, 12x48.  
The \$am Hoke sign shops, New York.

**T**he \$am Hoke sign shops, New York, 630 West 52d St. (North River).

## SUPPLIES.

**USE** "B. B." paper on your mimeograph or duplicator. **INK** dries instantly, never smears. Get samples and prices from **FINK & SON**, Printers, 5th, near Chestnut, Philadelphia.

**W. D. WILSON PRINTING INK CO.**, Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.  
**PASTE** that never sours, moulds or becomes offensive by bad odors in Bernard's Cold Water Paste—a dry powder that instantly makes a perfectly smooth, glue-like paste by adding cold water. If you use paste, try a sample. **CHARLES BERNARD**, 1800 Tribune Building, Chicago.

**DOXINE**—A non-explosive, non-burning substitute for kerosene and gasoline. Doxine resists and improves the suction rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MANUFACTURING CO.**, Clinton, Ia.

## PAPER.

**BASSETT & SUTPHIN**, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

## ADVERTISEMENT CONSTRUCTORS.

**FRED W. KENNEDY**, 171 Washington St., Chicago, writes advertising—your way—his way.

**HENRY FERRIS**, his [H] mark Advertising Writer and Advisor. Drexel Building, Philadelphia.

**B**ANKERS, Photographers, Retailers—Ask some one about our cuts and our writing for advertisements. Then write, **ART LEAGUE.**

**R**ETAIL ADWRITING is my specialty. Let me write yours. I can increase your business. **GEORGE L. SERVOS.**  
2835 Wyoming St., St. Louis, Mo.

**A**DVT. WRITING—nothing more. Been at it 14 years.

**JED SCARBORO,**  
5374 Halsey St., Brooklyn, N. Y.

**O**UR ads attract, convince and sell—they produce business. Single ads, booklets, catalogues, etc., at reasonable prices. **S. M. LARZERE & CO.,** 114 S. Second St., Philadelphia.

**B**OOKLETS designed, written and engravings furnished. Fine stationery for tasty people. Consultation free, if properly rated. Outline wants in first letter. **AMERICAN PUB. CO.,** Columbus, O.

**Booklets.** eight pages, nice paper, written and printed, \$14.00 for 1,000, \$50.00 for 5,000. Send for sample.

**LOUIS FINK, JR.,**  
Maker of Profitable Business Literature,  
Fifth Street, near Chestnut,  
Philadelphia.

**T**HE **WATKINS COMPANY,**  
17 Exchange Ave.,  
Chicago.

We sell **SERVICE THAT SERVES** in planning, preparing and placing effective ads and advertising literature. Our Confidential Service Circular is sent free if applied for on business stationery.

Write for sample copy of **THE QUESTION.**  
It deals with facts, not theories.

**H**ERE IS A **MONEY MAKER.**

**DO YOU WANT IT!**

My cash book shows \$4,617 cash, receipts from an original advertising idea of mine, which has proven a big money getter. Any live man can work it. Unlimited field, strictly honorable and high grade. No interference with present business. I will send sample, full instructions and right to publish under my copyright for \$5. Descriptive circular free.

**EMERSON DE PUY, Des Moines, Ia.**

**A**RE YOU!  
If you are willing to pay me a trifle more to have your advertising "things" quite different from other people's, I believe I can be profitable to you. That "extra little" pays me to make things with an uniqueness that is apt to keep them out of the waste paper basket. Many advertisers, remembering that other people treat commonplaces "stuff" precisely as they do, illustrate economy by paying me for circulars, etc., sufficiently attractive to escape that "W. P. B." If you suspect yourself of such a "willingness" I'd be glad to mail you a lot of my "doings" for you to ponder at your leisure. I wonder if you actually do harbor such a suspicion! No postal cards in reply to this—please.  
**No. 19, FRANCIS I. MAULE, 402 Sansom St., Phila.**

## Advertising Agencies.

Advertisements under this head, two lines or more 20 cents a line. Must be handed in one week in advance. Display type may be used if desired.

### CALIFORNIA.

**GOLDEN GATE ADVERTISING CO.,** 2400-2402 Sixteenth St., San Francisco, Cal.

**BARNHART AND SWASEY,** San Francisco—Largest agency west of Chicago; employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**CURTIS-NEWHALL CO.,** Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING,** 25c. copy; \$2 year.

## DISTRICT OF COLUMBIA.

**35** FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. P. DARRELL,** ADVERTISING AGENCY Star Bldg., Wash., D. C.

### NEW JERSEY.

**M**AIL order advertising a specialty. **THE STANLEY DAY AGENCY,** Newmarket, N. J.

### NEW YORK.

**O'GORMAN AGENCY,** 220 Broadway, N. Y. Medical journal advertising exclusively.

**D**OREMUS & CO., Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila, etc.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**NORTH AMERICAN ADVERTISING CORPORATION,** Woodbridge Building, 100 William Street, corner of John, New York. A reliable, "recognized" general advertising agency, controlling first-class accounts. Customers pay a fixed service charge on the net prices actually paid by the Agency

### OHIO.

**CLARENCE F. RUNEY,** Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

### PENNSYLVANIA.

**T**HE **H. I. IRLAND ADVERTISING AGENCY,** (Established 1890),  
925 Chestnut Street, Philadelphia.

**F**OLEY & HORNEBERGER  
Advertising Agents,  
1208 Commonwealth Bldg., Phila.  
"Less Black and White, and more Gray Matter."

### RHODE ISLAND.

**O. F. ORSBY AGENCY,** Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

### TENNESSEE.

**R. A. DAVIS,** Springfield, Tenn. Advertisement writing, advising, planning, placing.

**GREENWOOD ADVERTISING CO.** (Incorporated)—Main Offices, Knoxville, Tennessee. Out-door advertising contracted for throughout the South. Bulletin Painting, Wall Painting, Cut Outs, etc. Distributing, Sign Tacking and Curtain Painting.

### CANADA.

**D**EVELOP this advertising field. It is most inviting. We can advise as to mediums, and how to use them. Write us. **THE DEBARATS ADVERTISING AGENCY, Ltd.,** Montreal.

## 'Bout "Himself" and "His Work"

The First Edition of "Excerpts from His Scrap Book" is exhausted; Second Edition now on the press. If your name arrives in time, accompanied by **Five Red Stamps,** copy will be mailed you by

**FRANKLYN HOBBS,**  
Composer and Editor of Advertising Letters, at the "Letter Shop" in the  
Caxton Block, Chicago.

## LEARN SHOW WINDOW TRIMMING.

Full course of practical instruction in Window Trimming in the **Cincinnati Trade Review.** Also how to make your own display fixtures and save \$50 to \$100 per year. 40 to 50 pages each issue and more information for the money than any other publication in the world. Send 25 cents now for one year's subscription. **THE CINCINNATI TRADE REVIEW,** 513 Main Street, Cincinnati, Ohio.

# The Trade Journal

is in many ways the most attractive kind of publishing property.

Its services to reader and advertiser are definite and provable.

Its growth is rapid and its future great.

The profits are large and stability is assured.

Right management makes troublesome competition very improbable.

By the wise occupancy of a good field, the owner enjoys a valuable franchise free.

Many such franchises have been availed of, where owners have enjoyed clear enhancement of tens or hundreds of thousands of dollars:

There are still such opportunities,

Where good publishing ability may reap rich rewards.

It is my business to know of such openings,

And to co-operate with men of means or backing and ability

In getting into the right thing in the right way.

I handle two-thirds of the Trade Journal Property changing hands in the whole country.

My experience of many years of successful trade paper publishing, founding several journals, including "Power," and "The Street Railway Journal," equips me for judging of trade paper values and opportunities.

Have sold periodical and newspaper property exclusively for nearly seven years.

Make a specialty of trade, technical and class periodicals.

Correspondence and negotiations are of course conducted with a view to avoiding undesirable publicity as to both buyers and properties.

I seek to get in touch with all responsible parties desiring to buy, and with owners of property which they would part with at a fair valuation.

Noiseless negotiations a specialty.

Correspondence and calls solicited.

I open my own mail.

**EMERSON P. HARRIS,**

**Broker in Publishing Property,**

**253 Broadway, - - - - New York.**

*Send Coupon, or give same information in letter.*

**EMERSON P. HARRIS, 253 Broadway, New York:**

DEAR SIR—Please send me information indicating the advantages of Specialized Journalism. I am now connected with.....  
as..... I can command \$..... which I should  
like to invest with..... services in a journal devoted to.....  
.....  
.....



**A Unique**  
way to  
**Attract**  
and to  
**Remind**  
often.

USERS OF  
**Circulars,**  
**Advance Cards**  
should know  
**"UNIQUE**  
**POST CARDS."**

5c. brings sample and prices.

**WILLY MAYER & CO., 335 Broadway, N. Y.**

### A Trade Journal Number of Profitable Advertising

will be issued December 1, 1904. The subject of **TRADE JOURNAL ADVERTISING** will be exhaustively treated by some of the most successful publishers, advertisers and advertising men in the world.

You want a copy of course. Then **ORDER IT NOW**, or you may not be able to secure one. Price, 35 cents.

If you are publishing a trade journal you will want to tell possible advertisers about its merits. Ask for rates quickly.

Prospectus and full particulars sent on request.

**PROFITABLE ADVERTISING**  
**140 Boylston St., Boston**

## MICHIGAN TRADESMAN

**GRAND RAPIDS**

**Largest \$1.00 Weekly Trade  
Journal in the World**

Reaches regularly 90 per cent.  
of the well rated merchants of  
Michigan and Indiana.

Established in 1883, it has sur-  
vived seven trade papers which  
have started and died in Detroit  
and four in Saginaw.

Five hundred dollars reward  
paid for any deviation from its  
rate card.



### Drawings for Particular Advertisers.

An artist, no matter how talented, can do but a few things really well. A small art department is hampered because it has not enough diversity of talent.

**THE ETHRIDGE ART DEPARTMENT** is large, diversified and efficient. It is composed of men that it has taken years to get together. For this reason we can give a remarkable quality of service.

No matter what the purposes or needs of the advertiser, we have the man or men that can turn out a finished result notably superior.

The advertiser who realizes the wisdom of being particular about the illustrations he uses will do well to let us hear from him.

Everything in commercial art is within our scope.

**THE GEORGE ETHRIDGE COMPANY,**  
**No. 33 Union Square, New York City.**

## Mining and Scientific Press.

Sixty Pages: Weekly: Illustrated.

Oldest mining and engineering journal on the American Continent. Has led in its line for 44 years.

Its readers annually buy \$40,000,000 machinery and supplies.

Boston Office, 27 School Street.

Chicago Office,  
1164 Monadnock Block.

New York Office, 720 Park Row Bldg. Denver Office, 606 Mack Block.

Main Office, 330 Market Street, San Francisco, Cal.

The MINING and SCIENTIFIC PRESS is the recognized authority on all questions concerning the great basic industries of the nation it represents.

## A World Beater

One Dollar a lb. for the finest job inks, put up in any size tubes, from  $\frac{1}{4}$  lb. upward. *No extra charge for the tubes.* Matching difficult shades is my specialty. Send for my new book containing valuable suggestions for relieving troubles in the press-room.

ADDRESS

PRINTERS INK JONSON,

17 Spruce St., - - - - - New York.

## "Let's Consult THE Express Agent"

is what thousands of people in smaller towns say and do. Many of these agents are also store-keepers and therefore when you speak to them you

Not only reach a vast audience of individual buyers but men in a position to order in quantities.

Others are also railroad agents or postmasters, and ALL are situated to successfully push the sale of goods in their locality.

This inviting field can best be reached through the medium of the

### EXPRESS GAZETTE

official journal of the  
express service,

CINCINNATI, OHIO.

The exclusive publication of "Ian Maclaren's" story on this side of the Atlantic is but another illustration of the way

### *The Sunday School Times*

is maintaining its unique place in the religious journalism of America.

### THERE IS NOT ANOTHER PAPER LIKE IT.

We will tell you some bottom facts to prove to you THE SUNDAY SCHOOL TIMES has special features to make its advertising service satisfactory and profitable to you.

*We Shall Be Pleased To Hear From You.* 35

THE RELIGIOUS PRESS ASSOCIATION,  
901-902 Witherspoon Bldg., Philad'a, Pa.

# PERHAPS

## AND PERHAPS

Perhaps this half page will catch the eyes of many men who are not anxiously looking for a man capable of, and well experienced in writing and preparing for the printer exceptionally high-grade copy, and performing the other duties that fall to the lot of the advertising man.

Perhaps you are not one of the many. If not, you and I will surely gain at least a little benefit by an interview. At any rate, no harm can be done by writing to

"T. H. E. ADVERTISER," care of Printers' Ink.

# If It Is the Price

which has deterred you so far to subscribe for PRINTERS' INK, the proposition on the opposite page will tend to remove that difficulty—it is an offer which may never be made again.

If you are interested at all in advertising you can't very well afford to miss PRINTERS' INK. Send your order promptly for as many years as you care to prepay at the reduced rate.

# Is the Subscription Price of PRINTERS' INK TOO HIGH?

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The Little Schoolmaster is often assured that its annual subscription price of **Five Dollars** is too high for the average subscriber. It is argued that PRINTERS' INK could gain subscribers in larger numbers were the price reduced—especially so among the smaller merchants and young men and women who interest themselves in the art of advertising.

It should be borne in mind that the production of a weekly journal like PRINTERS' INK involves a good deal of expense, and while there are those who would be willing to pay even a higher price annually than is charged now, it is probably equally true that to many the present price appears as a tax which they think too high.

PRINTERS' INK is willing to give this question a practical test. From this day until December 31, 1904, the annual subscription price to PRINTERS' INK is reduced to

## **\$2.00 CASH**

and hence annual subscriptions may be had for that price for any number of years, **if prepaid** on or before December 31, 1904. Trial subscriptions for six months will be accepted for **One Dollar** within the same time limit.

Present subscribers may extend their subscriptions at the above rate (\$2.00 per year) for any length of time they care to prepay for Now.

**Large firms, publishers and proprietors of advertising schools, who wish to subscribe for the Little Schoolmaster for the benefit of retailers, local advertisers and pupils, may communicate with the business manager of "Printers' Ink" for special club rates.**

Here is an opportunity to secure the best advertising journal in the world which no man or firm or newspaper publisher can afford to overlook. PRINTERS' INK educates and develops advertisers, and no single factor in this country has done so much as the Little Schoolmaster to make American advertising what it is to-day.

### **TO CANVASSERS:**

Canvassers who wish to take up the subscription sales of PRINTERS' INK at the above rates will be allowed 50 per cent commission on every paid-in-advance order they send in, either annual or semi-annual. And above the commission stated the following inducements are offered: Cash prizes as below will be paid on January 10, 1905, to the canvassers who have sent in the largest number of annual paid-in-advance subscriptions.

**\$100** for the largest number. **\$75** for the second largest number. **\$50** for the third largest number. **\$25** for the fourth largest number.

A canvasser is any person who takes the work in hand and sends in the cash for not less than three subscriptions, minus the 50 per cent commission.

This offer is only good for the time stated and no longer.

Address, with check,

**CHAS. J. ZINCC, Business Manager,  
"Printers' Ink," 10 Spruce Street, New York.**

September 28, 1904.

# WHY BUY "PRINTERS' INK"

*By Charles Austin Bates.*

If every man who was benefited by reading PRINTERS' INK, would stand up and testify truly and in figures, with a dollar sign in front of them, the total would make the 1904 corn crop look like thirty cents.

PRINTERS' INK is a stimulant.

It stirs the ambitious.

It is full of stories of achievement. It is a chronicle of success.

It brims with ideas.

Of course, what a man gets out of it depends on the man.

The office boy gets one thing—his boss, another.

To any given person, nine-tenths of the paper may be without interest, but ideas lurk in out-of-the-way paragraphs set in solid pearl and it is difficult to avoid receiving at least one idea for each issue.

I confess I am at a loss to understand just why PRINTERS' INK has not achieved one hundred thousand paid circulation.

There is living evidence of its value.

Take the list of the successful in the advertising business—take the solicitors, the writers, the special agents, the general agents, the managers for publications and for advertisers—you will find almost without an exception that they have been readers of PRINTERS' INK and admit its helpfulness.

Just how it helped many of them they may be at a loss to say—perhaps because its greatest benefit is indirect.

Its preaching from the start has been for clean methods, for honesty, for openness, for truthfulness, and the influence of this on advertising would be hard to over estimate.

Who should read PRINTERS' INK?

Every man who has anything to sell—for whether or not he is called an advertiser, he will get selling suggestions which he can adapt and adopt even though he be not an adept.

Every publisher of a newspaper, trade paper, magazine.

The advertising manager or any publication is committing mental suicide if he fails to read PRINTERS' INK.

Every employee of every advertising agency.

Every special agent and all of his assistants.

Every ambitious young man in every commercial business in America, for every commercial business has selling problems, and advertising and salesmanship are close kin. Both involve quick, bright wits and a knowledge of human wants and whims, weaknesses and strength.

A study of advertising is a study of human nature.

The object of all commercial advertising is to sell goods, and its discussion is a discussion of selling methods.

Therefore let no man think, because he has not been tagged with the advertising label, that he is immune from its influence, or that he may not benefit by its study.

The price of PRINTERS' INK was one dollar per year—then two dollars—then five.

It is cheap at either, or all.

I have said that the eminently successful men in the advertising field have owed much of their progress to PRINTERS' INK and I can say, of my own personal knowledge, that certainly fifty and I think probably one hundred young men, who have been readers of PRINTERS' INK, have become employees of mine and have within a remarkably few years multiplied their means, and a few have achieved positions of some prominence in the advertising field.

For years the first question asked of an applicant for a position in my office was—"Are you a reader of PRINTERS' INK?"

I felt that a young man who had been reading PRINTERS' INK for some time had absorbed enough of good principle and of the fundamentals of good advertising to make him surely worth something



more per week than he could be ment to dig up "them" two dollars. otherwise. So much for the individual.

To every one from the errand boy up, PRINTERS' INK will be a sure dividend payer.

The proposition is not theoretical but practical and positive.

Why then has not PRINTERS' INK 100,000 circulation?"

Is it the price?

Probably five dollars is a deterrent figure.

Five dollars is a ponderable sum—the price of a week's board, or a Dunlap hat.

According to taste, it may be turned into the smoke of ten, or of one hundred, cigars.

Why then should so respectable a sum be squandered for mere mental stimulus even though it would seem certain to bring profitable cash return?

So now the price has been reduced to two dollars, with special club rates to the practical philanthropists who wish to distribute copies to employees, or to local advertisers, or to students of advertising.

Now doubtless two dollars is more like it.

Almost everybody has, now and then, a crumpled-up two dollar bill that is of no particular use just at the moment and which with slight effort might be placed in an envelope addressed to 10 Spruce street.

If all such really useless and cumbersome two dollar bills could be extracted from the jeans of those who really do need PRINTERS' INK, the cash box at Tenspruce would bulge to breaking and the benefit to humanity would be incalculable.

Seriously, the point is this—it is not a lack of money that retards the act of subscription. Even the five dollar price is not prohibitive.

The trouble is procrastination.

It is hard to realize how important PRINTERS' INK really is.

You could even miss a few issues without being seriously cognizant of loss—but after you have skipped it for a while and run across a copy you wonder how you managed to exist without it.

That is the psychological mo-

ment to dig up "them" two dollars. The practical philanthropist is of two varieties.

First, the publisher of a newspaper. The more his local merchants think and know about advertising the more space they will use and the richer they will become. The publisher can spend no other sum so wisely as that he pays for yearly subscription to PRINTERS' INK, for his local patrons and should-be patrons.

The result is as certain as sunrise.

You can't circulate one hundred copies of PRINTERS' INK for a year in any town on the American map without stimulating the minds of the men in that town—without making better and bigger and more successful advertisers of some of them—not all, not by any means. But in five years, being of a slightly gamblous temperament, I would hazard a small bet that every one of the hundred recipients of the paper will have been influenced by it—will have used ideas from it—will have spent more money for advertising because of it.

The second practical philanthropist who may profitably subscribe for several, or many copies of PRINTERS' INK, is the employer who wishes his clerks and managers to do better work for the same money, or more.

A yellow-backed twenty-dollar bill, which would peel easily off of the outer rim of the roll, will pay for ten copies fifty-two times—five hundred and twenty doses of inspiration and ginger!

Ten employees may be made better—made to think more—made to sell more goods—made to make more money for the house.

The result is sure—not with the whole ten—doubtless some of them are no good—couldn't be moved with dynamite. Better get rid of those, for the man, or boy, who doesn't get brighter and better after fifty-two doses of PRINTERS' INK ought to be thrown into the scrap pile.

It looks as if those twenty dollar bills ought to flock in pretty fast.

## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The smaller the space the more care and judgment should be exercised in filling it. When you have a full page to ramble around in, you can take liberties with it, but when circumstances are such that the space must be very small, it doesn't do to be careless with it. Nowadays the rates in many mag-

*Reviews*, and it is hardly credible that the typographers of that handsome publication were guilty of the layout and type style of this ad. It looked rather queer among its elegant surroundings. It looked like an average trade paper ad which was lost, strayed or stolen. Yet it still seems to be the impression of some people that the way to build an ad is to cut it into sections and put rail fences around it.

The way to say a thing is to say it and stop when you get through,



**PATENT YOUR IDEAS**  
 \$100,000 offered for one invention \$5,500 for another.  
 Book "How to Obtain a Patent" and "What to Invent" sent free. Good rough sketch for free report as to patentability. We advertise your patent for sale at our expense.  
 CHAMBLEE & CHAMBLEE, Patent Attorneys  
 932 F Street, Washington, D. C.

### No. 1

azines run from \$2 to \$6 per agate line, and many an advertiser is obliged to limit his space if he uses high grade mediums.

It is generally possible to so utilize a small space as to get at least a little strong and attractive display out of it. This was not done in the case of the patent attorney's advertisement reproduced

<p><b>COTTON</b></p> <p>CROP REPORTS AND STATISTICS THAT ARE RELIABLE.</p>	<p>THE BEST IS ALWAYS THE HIGHEST PRICED. BUT IN THE LONG RUN IT'S THE MOST RELIABLE.</p> <p>50 CENTS PER YEAR \$5.00 PER 5 YEARS</p>	<p><b>COTTON</b></p> <p>WELL KNOWN THAT IS WORTH READING.</p>
<h2 style="margin: 0;">FACTS</h2>		
<p>THE VERY BEST AND LATEST NEWS ON EVERYTHING RELATING TO</p> <p><b>COTTON</b></p>	<p>SUBSCRIBE TO THE JOURNAL OF COMMERCE AND COMMERCIAL BULLETIN OF NEW YORK AND GET THE BEST.</p> <p>SAMPLES FREE.</p>	<p>IT SHOULD BE NOT HOW CHEAP BUT HOW GOOD IS YOUR INFORMATION OR</p> <p><b>COTTON</b></p>



**PATENT YOUR IDEAS**

### No. 2

here. This ad occupied only one inch single column, but even so small a space might have been utilized to better advantage. The illustration is weak and runs into the type. Advertisement No. 2 gives a touch of strength and boldness to the cramped space it occupies.

\* \* \*

You can generally spot the advertisement prepared and laid out by the advertiser himself with his good lead pencil and sent to the printer with instructions that the style be carefully followed.

This *Journal of Commerce* advertisement is probably one of these. It appeared in *Review of*

and by the same token that is the way to print a thing.

\* \* \*

Here is one of the advertisements of System now appearing in many magazines and newspapers. All this series of advertisements is set in agate type, the purpose seeming to be to get just as many words as possible into the space. Liberal spaces are used so there is no excuse for the small type, except the wish of the advertiser to use it.

It may be that these advertisements pay and bring a large volume of results, but it doesn't seem reasonable to suppose that any large body of American citizens is going to put in its time reading agate type. To a person without excellent sight agate is too small to be read with comfort, and it is one of the first essentials of a good advertisement that it be possible to read it with comfort and pleasure.

When you put a solid agate ad-

vertisement in a magazine filled with beautiful pictures and large, bold type, it certainly seems that it must be severely handicapped. The story these System advertisements tell could be told in fewer words,

shown here quickly caught the eye, and, although it is simple, it is good. Very often these simple little effects that most artists would think it a waste of time to bother with make the strongest and most

## Worth 47 Pigeonholes and Any Number of Scrap Books



Elbert Hubbard, The "Rocrofters," Aurora, N. Y.: "I think that your cabinet has added several years to my earth life by enabling me to find the thing without wear or tear on my temper and vocabulary."

Geo. H. Daniels, Gen'l Pass's Agent, N. Y. C. & H. K. Ry. Co.: "I find them indispensable to me in my work."

### Free with Your Name in Gold

This is the most complete device ever invented for filing and classifying clippings, illustrations, manuscripts and all miscellaneous matters which some time or other you will want without a minute's delay. It is a savings bank for information—worth 47 scrap books. It consists of a number of specially made holders arranged in a substantial upright, dustproof box. Each one of these holders not only shows what is contained in it, but by an ingenious indexing system shows just where everything else referring to its contents may be found. Especially useful to business men because it sits conveniently on your desk and takes care absolutely of all the papers and data that you might otherwise lose or forget—perhaps throw in a waste basket for want of a better place to put it. The Desk Cabinet is a genuine Library Filing Cabinet never before made in desk size, and has sold for from \$15.00 to \$25.00 in large sizes. The Cabinet we offer you free is equal in every respect to the expensive kind except the size and the woodwork. The free offer is in connection with

## SYSTEM

Edited by A. W. SHAW

System is essential to business success. And so is SYSTEM, the magazine. It tells every month all the new business tricks that save time—all the little office variations that save worry, one or more pages of indispensable information for business men. Through SYSTEM you can learn all that anyone can possibly tell you about system and business methods. The regular reading of SYSTEM will solve your business perplexities—but if it does not, SYSTEM has a staff of experts—practical business men—who will answer your questions gladly and promptly. This service will cost you not a cent on top, unless—if you say a subscriber to SYSTEM. The price of SYSTEM is two dollars a year. It is worth a great deal more than that to say to any alert man with his eyes on the cash chest.



An official of the National Cash Register Company says: "The ideas gathered from your magazine have enabled me to formulate systems for Mr. Patterson's letters, books, manuscripts, notes, etc., which have simplified the work greatly."

"I have learned more from SYSTEM in five months than in ten years of hard study and haphazard business. It is worth ten times the charges for it." F. A. FINEBERG, Baraboo, Wisconsin.

### SPECIAL OFFER

We send the desk cabinet without cost you nothing. Here is the way. Send us two dollars for a year's subscription to SYSTEM and you will send you, every cost provided, a cabinet with your name in gold on top. If you are already a subscriber and your subscription has not yet expired, simply order us to renew it for one year from its present date of expiration and we will send you a cabinet free. Write your name and address advertisement and mail it to us, inclose the money and we will enter you as a subscriber—and you an expert compilation certificate entitling you to four advice—and this you the cabinet. Act at once. We have only a few cabinets on hand and we believe they will be snapped up in a hurry. ACT.

### THE SYSTEM COMPANY

327 First National Bank Bldg.

CHICAGO

and if it could not all be told at once, there are other months coming.

\* \* \*

The Remington advertisement



## The New REMINGTON Billing Typewriter

is a billing machine  
first and foremost.

In addition, it's the cheapest billing machine because it's a Remington—you know how they last.

Remington Typewriter Company  
327 Broadway, New York

attractive advertisements. It is with advertisements as with people—it is better to be good than to be beautiful.

### WORTH FIVE DOLLARS.

A. W. ERICKSON, Advertising.

127 Duane Street,

NEW YORK, October 4, 1904.

### Editor of PRINTERS' INK:

Replying to your postal card I beg to say that it will give me pleasure to renew my subscription in your most excellent publication. While the decreased price is perhaps advisable, I should say it was worth fully Five Dollars per year to any business or advertising man.

As heretofore, please mail your paper to my home address, 161 Prospect Park West, Brooklyn, N. Y.

Yours very truly,

A. W. ERICKSON.

### HE LIKED IT.

1652 W. North Avenue,

BALTIMORE, MD., Sept. 10, 1904.

### Editor of PRINTERS' INK:

I just want to tell you how much I enjoyed the issue of PRINTERS' INK devoted to Department Store advertising. It was a rattling good number, full of interesting and instructive articles. I read every word from cover to cover, and was sorry when I came to the "Amen!" Yours very truly,

JEROME P. FLEISHMAN.

# Results Are What Tell

THE HOMER W. HEDGE COMPANY,  
INCORPORATED  
ADVERTISING AGENTS

EQUITABLE BUILDING  
120 BROADWAY, NEW YORK

September 23d, 1904.

PUBLISHERS ASSOCIATED SUNDAY MAGAZINES,  
New York City.

GENTLEMEN—For some time we have been telling, through your advertising columns, of the merits of PANTASOTE LEATHER—that it is high-grade, costs moderately, is well received and wears well.

We take pleasure in saying that the same characterization is due you as an advertising proposition—that you are high-grade, cost moderately, are well received and wear well.

You may also be interested to learn that of all the list of strong, high-class mediums used by us for this advertiser during the last year, the largest actual cash receipts and inquiries are credited to the ASSOCIATED SUNDAY MAGAZINES of any publication used.

We trust you may increasingly continue to demonstrate satisfactory results for our clients, and with hearty appreciation of the good work already done, we are,

Yours very truly,

THE HOMER W. HEDGE COMPANY.  
HOMER W. HEDGE.

C. E. E. L.

**The  
Associated  
Sunday  
Magazines**  
(Incorporated)

A PART OF  
EACH SUNDAY'S ISSUE  
OF  
THE CHICAGO RECORD-HERALD  
THE ST. LOUIS REPUBLIC  
THE PHILADELPHIA PRESS  
THE PITTSBURG POST  
THE NEW YORK TRIBUNE  
THE BOSTON POST

**\$1.80** per line **for 725,000** **Guaranteed**  
**Circulation**

or pro rata rebate if we fail to furnish it.

Less for time or space contracts.

(September 25th Issue Was 763,000.)

Figure it out, less than twenty-five cents per line per 100,000,  
the lowest rate in the United States for circulation of character.

Consult any responsible advertising agency, or address

**Associated Sunday Magazines**

31 Union Square, New York.

940 Marquette Bldg., Chicago.

**HENRY DRISLER, Advertising Manager.**

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Just as clever in its way as the recent advertising of the Criterion restaurant here in New York, is that which has been printed to exploit the attractions of the more modest and wholly different restaurant or lunch bar of John Blake at Danbury, Conn.

Blake's Lunch Bar was started as sort of a side partner to Blake's other bar, but such a high standard was set, for an ordinary lunch bar, that it very quickly became an in-

the place itself and is no better than the food and service it offers. That's one, and perhaps the principal, reason for its success. Mr. Blake, first of all, secured the ser-

*Just Before the Holidays.*

### My Oysters Come in Sacks

three times a week direct from Far Rockaway. When you give an order for a fry or stew they are opened on the spot and served fresh from the shell. That's one reason why so many men say we have the best oysters they ever ate.

On the half-shell, 20c. a plate. Stew, 20c. Fried, 25c.

During the holiday trading season many from outside towns will be in Danbury. We invite these strangers to come here for lunch. We'll do all in our power to make them comfortable—give them the best food served in the best manner at the lowest possible price.

JOHN BLAKE,  
Wooster Square,  
Next to the News.

### Blake's Lunch Bar

is the handiest place in the city to get a satisfying lunch to-night. Right next door to the center of interest. Run in between bulletins and give the inner man something to exult over.

Oysters, Half Shell, 20c.; Oysters, Stew, 20c.; Oysters, Fry, 25c.; Clams, Half Shell, 20c.; Clams, Stew, 20c.; Clams, Fry, 25c.; Clam Chowder, 10c.; Boiled Eggs, 10c.; Fried Eggs, 10c.; Poached Eggs, plain, 10c.; Poached Eggs, on toast, 15c.; Hamburg Steak, 15c.; Liver and Bacon, 15c.; Ham and Eggs, 20c.; Bacon and Eggs, 20c.; Corned Beef Hash, 10c.; Corned Beef Hash, on toast, 15c.; Fried Ham, 15c.; Roast Beef, 10c.; Roast Pork, 10c.; Roast Chicken, 20c.; Pork and Beans, 10c.; Coffee, 5c.; Tea, 5c.; Pies, All Kinds, 5c.

And a thousand and one things to tempt the hungry.

JOHN BLAKE,  
Cafe and Lunch Bar, Next door to Danbury News Office.

dependent institution and now promises to rival the other branch of Mr. Blake's business if sufficient room can be obtained for its expansion. The good advertising that is being done for this eating place grows spontaneously from

vices of two chefs of reputation, then gave them the best of material and told them it was none of their business if a few items on his menu showed he was losing money; they would get theirs just the same, and nothing less than the very best they could do would be good enough for his patrons. Then, after everything was running smoothly and he knew just what he could do, he went to the newspaper next door and bought the privilege of telling 20,000 people about it every day. He has been telling them, as in the advertisements reprinted here, and they have been listening and coming and eating and telling their friends, until John Blake's Lunch Bar is one of the best known and best liked lunching places in the

town. There's a personal note and local coloring in these advertisements—a cordial welcome without effusiveness and a friendly tone that stops well short of familiarity. Better them if you can Mr. Restauranter, but be content

*Makes a Very Good Point.*

## I Know You

haven't a world of time to spare from trading after you get in town, but the few moments it will take to have a bite to eat at my lunch bar will pay you ten times over. After driving or riding from a distance you are chilled or tired and cannot transact your business with as much comfort or confidence as you can after refreshing yourself here. I give my best attention to every customer and serve quick lunches at all hours and regular dinners from noon until 8 at night.

My place is on Wooster Square, next door to the Danbury News office, and the door swings in. Come and make yourself at home.

JOHN BLAKE.

Penty to eat, a little to pay.

if you can do as well, for these have paid. If they meet your requirements there's no harm in copying them with a change here and there to make them fit the better. There will be more of them in this department now and then.

*In the Brief and Breezy Style that is Characteristic of the West.*

## Butt In

Get a start, use some nerve, "git up and git," wins in old Kansas City. We know, for we have helped hundreds of hustlers to get started in home building the past few years in Kansas City. If you hurry you can get a pretty \$6 a foot lot in our new Vogel Heights No. 3. It's a dandy, sure enough. Over 40 hustlers have bought there the past 2 weeks. Why don't you? Take the Roanoke car to Genesee st., then walk 4 blocks south to our "Big 3" sign.

DUDLEY REALTY CO.,  
602 Bank of Commerce  
Building,  
Kansas City, Mo.

*Good Enough.*

## Apple Pies, 22 cents each.

We say and you'll say they're the best in town. Light, flaky crusts, generously filled. Special for Friday and Saturday.

Other attractive pastry specials are: Orange Pound Cake, 22c. lb. Spiced Wafers, 13c. lb.

Our Cream Bread is the perfect bread. 6c. a loaf.

HANSCOM'S,  
1311-15 Market Street,  
Philadelphia, Pa.

*Very Good.*

## Larchmont Park

Larchmont, New York, on Long Island Sound, 18½ miles from Grand Central Station, 30 minutes by N. Y., N. H. & H. R. R. Express Trains, Larchmont the first stop. A model residence park, located in New York's most attractive and popular suburb.

All improvements completed. Electric lights, gas, thorough system of water supply, finest sewerage system. Macadamized streets, stone sidewalks, etc.

Do not be fooled by buying unimproved property and then have to pay assessments. Buy where the improvements are made and paid for.

Now is the time to buy in Westchester County, and Larchmont Park affords the Homeowner and the Investor the best opportunity for profitable Real Estate Investment.

Values are increasing rapidly, due to the millions of dollars now being spent in improvements affecting this section.

Choice lots \$500 and up.

Easy terms, small cash payments.

Titles are Guaranteed by the Westchester & Bronx Title & Mortgage Guaranty Co. No interest charges. No assessments. Frequent Train Service, and Low Commutation Rate.

Write or Call for descriptive booklet, giving full details, photographs, map, prices, etc., etc. Representatives will take parties to property at my expense any day.

EDWARD McVICKAR,  
27 Pine St., New York.  
Telephone 2026—John.



*There Should Be More Advertising for This Line.*

## Carpentry Repairs

We're particularly strong in this line; use best material and don't overcharge. "No trouble to answer questions."

M. P. MURPHY,  
Building Construction,  
263 S. 10th St.,  
Philadelphia, Pa.

*It Will Pay Jewelers to Follow up This Birth Stone Business From Month to Month.*

## Sapphires for September

A maiden born when autumn's leaves  
Are rustling in September's breeze,  
A Sapphire on her brow should bind;  
'Twill cure diseases of the mind.

Whichever month it may be, we are always supplied with the birth stones. The beautiful and artistic settings that you will find here cannot fail to delight the eye.

ROBT W. BRADY,  
Jeweler and Silversmith,  
111 South Main St.,  
Bell Telephone 140-L  
Federal 140  
Washington, Pa.

*Very Good.*

## Hose.

"Enough is, — enough," says the wit, but where is the woman that ever had enough pairs of hose, especially if remarkably pretty styles were selling for sharply reduced prices like these?

Women's Black Cotton Hose, fast dye, worth 15c. at 10c. a pair.

Children's Black Cotton Hose, fast dye, one by one ribbed, sizes 6 to 10, worth 15c. at 10c. a pair.

A Broken Line of Women's Hose, in black, white and fancy, that sold for 39c. and 50c. to close out at 25c. a pair.

Women's Tan Hose of fine gauze lisle, extra quality, worth 50c. at 35c. a pair.

NACHMAN & MEERTIEF,  
Montgomery, Ala.

*The New Haven Register Carries a Lot of Good, Live, "Snappy" Advertisements. This Is One of Them and There Are Others Near By.*

## Our Fish Story.

In Summer the weather prevents us from carrying the hand-cured, old-fashioned Nova Scotia Codfish that everyone (who has once bought) pronounces so far ahead of any Cod procurable elsewhere.

So, just a hint to those who know and appreciate this Fish:

The first lot of the new cure and catch (season 1904) has just reached us.

Price, according to size, 12 to 20 cts. each.

EDW. E. HALL & SON,  
381 State St.,  
New Haven, Conn.

*This One From Bangor, Me., Is All Right.*

## Bring Your Appetite to

ADAMS' RESTAURANT,  
6-8 Hammond St.,

We're careful buyers and careful cooks; know just what the public appetite demands, and see that it gets it.

If you haven't had a meal with us yet, you don't know what a feast you're missing. Call to-day! Separate dining room for ladies.

*It Will be Strange if This One Doesn't Strike Somebody About Right and Bring Business.*

## Here's Horse Sense.

The best time of the year for driving is coming now. September, October and November are the most delightful for wheeling, and then comes sleighing.

It's time to spruce up your rig, buy one if you haven't one already, or hire one now and then. If you want to do one of these three, see Peffers and he'll fix you out.

PEFFERS,  
Crosby Street,  
Danbury, Conn.

## *Printers' Ink—Confidential Information—Bureau.*

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Large and small advertisers are often confronted with certain questions which properly answered and solved would be of considerable value to them. The questions in mind may concern problems about mediums, their standing, their circulation, past and present, the advisability of using or disregarding them either singly or in connection with other papers. Or any other question of a general or particular nature that may be definitely stated and for which a definite answer may be given. The furnishing of whole lists of papers and estimates thereon is not included in this service, but PRINTERS' INK is in a position to furnish reliable advice on matters of general policy and has such an abundance of experience and material to draw from that its services in this direction are paramount to the highest expert advice obtainable in this country. Inquiries must be clearly stated, definitely put, and they must be accompanied in each case by a remittance of \$5. PRINTERS' INK does not want to spend its time, research and effort in matters which are not worth that amount as a minimum. On the other hand PRINTERS' INK will answer the inquiry in an exhaustive and competent manner, and a coupon good for a yearly subscription to the paper will be forwarded free of charge with the answer.

Address with check

*PRINTERS' INK—CONFIDENTIAL  
INFORMATION—BUREAU,*

*10 Spruce St.,*

*New York.*